The Sierra Madre News is the City of Sierra Madre in print. Any suggestion you may have to make it more representative will be welcomed by the management.

SIERRA MADRE NEWS

This paper will be as big and full of meaty reading as you help to make it. The merchants determine the size of the paper by their ads. Every citizen is a potential reporter.

FRIDAY, AUGUST 12, 1921

PUBLISHED EVERY WEEK AT SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

VOLUME 15, NO. 46

Firemen's Club Starts at Once On Building

TO COST AROUND $16,000

Auditorium to Seat 522. Large Roof Gymnasium and Club Rooms

The regular meeting of the Firemen's Club was held Wednesday evening in the City Hall with forty-five members present. Five new applications for membership were accepted, bringing the total of active members to one hundred and nine.

The architect for the building, Mr. R. M. Findlayson, was present and submitted plans which were thoroughly discussed. After making a few changes, the plans were submitted to the club as a whole and were overwhelmingly approved.

The building, according to the plans accepted, erected by contract will cost $16,000, and work is to be started immediately. Tomorrow the lot will be surveyed and then the foundation will be commenced.

The building will have a frontage of sixty feet on Central and a depth of one hundred and twenty-three feet. The engine house will be at the west end of the building and will be twenty by thirty feet. The lobby will be twenty-two by thirty-seven and behind these will be the auditorium, fifty-eight by sixty-seven feet with a seating capacity of five hundred and twenty-two, and a twenty foot ceiling. At the north end will be a thirty by twenty stage with dressing rooms underneath. The projecting room will be over the lobby.

Over the engine room will be the living quarters for the driver and some of the other members of the fire department. The balance of the second story will be devoted to a roof garden which will be covered with a tile roof.

In the basement will be the club rooms and a gymnasium. The plan utilizes every inch of space and gives the club all the equipment the members desired.

Next week the News will print a cut of the front elevation. The building is to be of the Spanish type and it will be a tremendous addition to the city, not only from the standpoint of beauty, but because of the facilities it will provide for social life for the men of the community.

It is believed that as soon as the general public realizes that such a building is actually in process of construction the membership of the club will advance by leaps and bounds.

Garage Overhauls Plane For Flight to Wyoming

J. W. Graham, one of the shop men of the Sierra Madre Garage, is planning a unique vacation trip. He and Orville Eychaner will leave shortly by aeroplane for Wyoming. The plane is owned by Mr. Eychaner and the motor has recently been thoroughly overhauled in the shop of the garage.

Mr. Graham has been living in this city for about a year and will return by train. Mr. Eychaner will remain in Wyoming.

Improvement Slow in Accident Case

Mrs. Le Roy of Bonita Ave., whose painful accident was reported in last week's issue, is still confined to her bed and is not improving as rapidly as her friends wish. She is now at her own home with an attendant taking care of her.

She was badly shaken up by the fall and is showing the effects of the shock more than she did immediately after the occurence.

Acquaintance of 80's Will Be Renewed

Hub Freeman, proprietor of the Billiard Parlor, is delighted to hear that Major H. W. Patton, of newspaper fame, may come to this city to live. Back in 1884, when Major Patton first came to Los Angeles, which in those days bore not the faintest resemblance to the city of today, Hub owned the largest job printing shop in the city. As he had been a newspaper man in the days before he came to California, Hub and the major soon became acquaintances and then friends, and they worked together in politics through many of the exciting elections of that period. Hub is looking forward to a regular carnival of reminiscences when the sprightly major arrives in this burg.

SHIP'S COMMANDER A VISITOR

The commissioning of the new battleship, California, may have an added interest to our citizens from the fact that Capt. H. J. Ziegmeier, her commander, has made several visits to this town. Mrs. Ziegmeier resided here for some time in a bungalow on Bonita avenue, and the Captain made flying trips to see her as often as he could. His friends are pleased that he has the honor of commanding the newest and greatest unit of our battleship fleet.

PRIZES TO BE DROPPED FROM THE SKY MONDAY

The Three Weeks Whirlwind Campaign for a Hundred Percent News Subscription and Trade at Home Week

Posters calling the attention of the public to the advantages of trading with home merchants are prominently displayed in practically every business house in town, and a large percentage of the merchants are putting on special window displays and are offering cut rates on special articles for the next week.

These cuts are being made with the idea of giving the customers the opportunity of not only obtaining real bargains, but of comparing the merchants' stock in general, and his prices, with those of the larger cities. Sierra Madre merchants state that wherever it is possible they are meeting Los Angeles and Pasadena prices.

A few of the good things to be had by the canny shopper are these: Frank D. Sible is selling all of his bread except the Graham's Graham for ten cents a loaf. Henry Olsen is offering a ten per cent discount on all canvas and tennis shoes for the week; at Roland Adams' Furniture Store you can buy any make of refrigerator for $23.50—no excuse for spoiled foods; M. D. Welsher has so many good things in his windows with cuts in price that there's no use listing them and the Cash and Carry Grocery is onto the job also; Woodson Jones has a fascinating window full of kiddies' toys with big discounts off; and everything on display in the windows of Hartman and Son can be bought at less than Los Angeles prices.

The Sierra Madre Electric Company is making a leader of electric irons and the Sierra Madre Hardware is making cuts on Acme Freezers, Dangler Gas Stoves, and will give a ten per cent discount on House Paints and Gas and Hot Plates and a twenty per cent discount on one line of brooms; Charley Nomura says he will have some good bargains and the Sierra Madre Furniture Company is offering most attractive prices on many articles of aluminum and granite ware.

These aren't all the bargains by any manner of means, good ones will be found in the other stores wherever one of these posters is found. But this list should convince any doubting citizens that Sierra Madre merchants are going the city one better.

The only business man who proved obdurate to every form of argument was the cashier of the First National Bank. Strong pressure was brought to make him agree to loan money at three per cent and sell five dollar gold pieces for four fifty for this one week, but the man is flinty hearted, and flatly refused. With this one sad exception, the merchants and other business men are being real reckless in their cuts.

Monday is the big day for the boys of Sierra Madre and for the grown ups as well. At nine o'clock Mr. W. J. Graham of the local garage willl fly over Sierra Madre and drop two hundred posters the size of this page. On one side will be printed the Trade at Home advertisement, on the other side "Boys, Watch the Clock" page.

These sheets will be numbered in the center of each ad, the numbers running from one to two hundred. The prize winning numbers are 1, 50, 100, 150 and 200. The prizes are listed in the box at the left. The first one bringing in his winning number will have the first choice. You can see the prizes Saturday and Monday in the News office window.

Now for the campaign. The Wil-Field Company of 734 South Olive street handles the finest little portable motion picture machine you ever saw. You can set it right up in your house and have motion pictures.

George Oldfield and T. J. Galligan were in to the News office Thursday. They were so interested in the News campaign that they are going to bring one of these machines to the News office and give all the boy solicitors a free motion picture show when they have succeeded in bringing the subscription list up to 675, or 75 per cent.

Mr. Porter, of Smith and Porter who run Orchard Camp, says he will go Oldfield and Galligan one better. When the boys bring the campaign to a glorious finish he is going to turn over Orchard Camp to them for a Field Day, with a pie eating contest and all the fixins. Frank Sible says he will bake some pies especially for the occasion that will have lots of soft mushy stuff on the top so as to make it more fun.

Look for Mr. Graham up in the air Monday morning. That is the sign that we are off. We want the News office so jammed with boys Monday morning that there won't be room for any more.

Here Are the Prizes

ONE FLASHLIGHT
Contributed by the Sierra Madre Electric Company

ONE KODAK
Contributed by Woodson Jones

ONE 2-LB. BOX OF CANDY
Contributed by the Sierra Madre Pharmacy

ONE YEAR'S SUBSCRIPTION TO THE NEWS
Contributed by the Sierra Madre Press

ONE NECKTIE
Contributed by J. F. Sadler and Company

Local Happenings of the Week

Vinton Hoegee is breaking ground for the new home he expects to build immediately on Sycamore Place.

Tom Schwartz and his genial smile are again in evidence at Woodson Jones' store. Tom returned Saturday from a six weeks' course at the Citizens Military Training Camp at the Presidio.

Mr. and Mrs. John Thomas Cronogue are rejoicing in the advent of a small son who was born the second of this month. The new citizen has been named Terence. Mr. Cronogue is the organist at St. Rita's church.

Fire Chief Topping says somebody just naturally up and swiped two lengths of the new fire hose. He says he doesn't want to unjustly accuse anyone, and he wouldn't for the world mention any names, but he has a dark suspicion that willowy built owner of the Sierra Madre Garage is utilizing the material to make white trousers to work in.

Little Henry Neutzel has a very big ache in the heart for so very small a boy. His dog is dead, and as if that weren't trouble enough, there is very grave suspicion that some person who didn't know how much it would hurt Henry caused the untimely demise by giving Trixie something that doesn't agree with the "innards" of a lively fox terrier. As Henry has no brothers or sisters, Trixie filled a very large place in his scheme of things and he is finding it hard work to get through the twenty-four hours which make a day without her.

Mrs. Irving N. Ward recovered sufficiently from her recent severe operation to return home Wednesday. Mrs. Ward, who has not been feeling sufficiently well to take her usual active part in the social happenings of the town for some weeks, became acutely ill about two weeks ago and was rushed to St. Catherine's Hospital at Santa Monica for immediate operation. For several days her condition was such as to give her family and intimate friends grave cause for anxiety. Mr. Ward was with her almost constantly and Miss Marguerite took a room near the hospital so as to be with her mother as much as possible. For a week she has been out of danger and, although she will have to be very careful for some time to come, it is believed she is on the high road to perfect health again.

The Rev. and Mrs. Norman Inwood of 92 E. Laurel are the proud possessors of a rattle which they are keeping as a memento of an encounter with a rattlesnake which disputed their right of way on the trail to Sturtevant's Camp early this week. The buzzing gentleman had six rattles and a button, which Mr. Inwood cut off putting his snakeship hors de combat.

At the Woman's Club House, on Wednesday evening at 8 o'clock, the first of a series of lectures was given by Mrs. Hines of the Home of Truth, Los Angeles. These lectures will be given under the auspices of the New Thought Alliance and no charge is made for attendance. Mrs. Hines has recently returned from the National Convention at Denver of representatives of the New Thought Movement, where she received fresh inspiration for these lectures on "Prosperity."

Mr. Edward Schwartz, one of the regular motormen on our local run, returned Sunday from the east, bringing with him his bride, a young lady from Connecticut.

Raymond D. Andrews encountered a severe electrical storm Sunday morning while on his way to Idylwild in the San Jacinto Mountains. He reports that about an inch of rain fell, accompanied by heavy thunder and vivid lightning. Mr. Andrews will remain in Idylwild for an eight-day vacation.

George Ray, who has recently returned from a long sojourn in the hospital, slipped and fell Tuesday, injuring the stump of the leg on which amputation was done. It was feared at first that the accident might prove serious but Dr. E. L. Jackson, who was called in, states that he is getting on well and that no bad effects will result.

Harold Crandall, until recently associated with the Sierra Madre Garage, has been appointed manager of the Crystal Service Station, 11th, Park View and Hoover streets, Los Angeles. The Crystal is one of the newer types of service plant which, in addition to dispensing oil and gasoline, offers washing and greasing service and carries a stock of tires and motor supplies.

Rudolph Hartman has received a card from his father, who, with Mrs. Hartman is on a three months' trip, stating that they arrived at Mackinack Island, Mich., last Friday. Mr. Hartman wrote that it was so cold there that a fire was necessary for comfort. In a letter a short time ago Mr. Hartman spoke of suffering intensely from the heat in the middle west, so he is evidently getting plenty of "change of climate."

The Local Chapter of the Red Cross is desirous to have a complete registry of all ex-service men who are living in Sierra Madre. Often inquiries come to the Red Cross from friends of men who have recently arrived here. The officials feel that they would be in a position to render much more prompt and efficient service of all descriptions to the service men if the necessary data concerning them were on file with the secretary. The chapter requests, therefore, that the men themselves or whoever may know of men living here, either bring or send in the names and address to the secretary, Mrs. J. H. Wright, at 27 N. Baldwin avenue.

Mayor Leaves For Vacation

Our fair city is without a mayor. His Honor, Robert Mitchell, left Sunday for Colorado where he will visit his brother, George L. Mitchell, on the outskirts of Denver. Cards have been received from him mailed in San Francisco Monday stating that he had fared well on his trip that far and that he was leaving at midnight for Denver. Perhaps it is well that he lingered no longer within the precincts of that city of the north, for we have heard rumors that they burn more than a few white lights up there o' nights, and we wouldn't want our mayor to be led into any undue gaiety while away from the wholesome influences of his home town.

The head of the city government expects to return about the first of September and meanwhile the other city officials will see to it that we stay right here all ready to greet him when he comes home. A writer in World's Work a month ago picked up our whole town and moved it about five hundred miles north. At least he took the aeroplane view of Sierra Madre which is used on the Chamber of Commerce folders and used it to illustrate an article on air mail delivery between San Francisco and Kansas City, and labeled the picture as a California Valley in the mountains crossed en route. Some little mover! Aside from that this seems rather a permanent town and we feel safe in saying that we will be somewhere around when the mayor looks for us.

CHAMBER SENDS QUESTIONAIRE

The Chamber of Commerce is sending out a questionaire to its members asking them to state the projects which they consider most important from the standpoint of the Chamber's work for the coming year.

Mystery Blast Startles Town

About five-thirty Wednesday evening, the peace brooding over this particular "gem of the foothills" was rudely shattered by a loud explosion. The noise came from the center of town and everyone who had not yet left store and office rushed into the street looking for the wrecked buildings and the dead and wounded. In the neighborhood of the P. E. there was nothing more startling to be seen than a gray tabby cat washing her face industriously. Then there was a grand rush through the alley by the post office. Small boys sprouted right out of the ground and the space back of that row of buildings soon became a congested district. There were two reporters on the spot immediately, madly asking for details.

There was just one calm, commanding figure in the tumult. Marshal Udell leaned nonchalantly on a post and cast oil on the troubled waters by passing out the information that a large rock had been blasted out of the bottom of D. J. Millad's new cess pool!

Burglar Interrupted Leaves Jewels and Guns

On Sunday morning some time between ten o'clock and noon, the residence of M. A. De Temple, 265 Mariposa, was entered in the absence of the family and about $5 in cash and a gold watch were stolen.

The thief was evidently frightened away before he finished his work, as several valuable pieces of jewelry, including another gold watch and two fine guns, were not disturbed.

Marshal Udell states that he has a clew which is being followed and he expects to have some satisfactory result from his investigations before long.

All Year Drive Is Endorsed By Local Chamber

COMMITTEE NAMED

Bandstand Meeting Well Attended. All Pleased With Mr. Jones' Talk

The Chamber of Commerce meeting in front of the band stand Monday night was well attended by both members and other citizens. A short preliminary meeting was held in the City Hall, where the necessary routine business was transacted.

Letters were read from Senator Shortridge and Chairman Fordney of the Ways and Means Committee of the House, acknowledging receipt of the telegrams regarding abolition of the war tax on interurban fares and promising that the matter would be investigated and considered.

Finance Committee Appointed.

President Topping appointed a standing finance committee: Woodson Jones, Chairman; A. T. Gay, J. W. Krauter, George Oswald and M. D. Welsher.

The meeting then adjourned to the band stand where Mr. Topping, with a few remarks, introduced the speaker, Daniel P. Jones of Los Angeles.

Mr. Jones is the manager of Barker Bros.' big business and is now acting as executive secretary of the All Year Club of Southern California.

He spoke for about half an hour, and held the close attention of his audience while he outlined the marvelous growth of this section for the past twenty years and told of what its future promises to be. He called attention to the fact that it took over a hundred years for Los Angeles to gain its first three thousand population. In those days there was no advertising. In the past ten years, Los Angeles has grown more than Denver has since 1884 and it is because of the advertising campaign carried on by the Chamber of Commerce. Los Angeles exceeds in wealth all of Colorado.

Wealth of Los Angeles County

Mr. Jones gave some almost unbelieveable figures as to the wealth of Los Angeles County. This county alone exceeds in wealth twenty-six states of the Union, including Alabama, Colorado, Florida, Kentucky Maryland, both the Dakotas, Oregon Washington, Virginia and Wyoming. Southern California is considered an agricultural section but last year its manufactured products amounted to $788,000,000.00 and Los Angeles jumped to eighth place in the list of manufacturing cities of the nation, and fourth as the producer of women's wearing apparel. Women's garments manufactured in Los Angeles are being sold in the shops in Chicago and New York.

During the financial depression which has been felt throughout the entire country for month after month, Los Angeles and a section covering a radius of fifty miles surrounding it has been the only white spot on the commercial map published by the government. The map is colored dark for the portions where business is poor, shaded where it is fair, and is white where good, and Los Angeles and vicinity was the only white section.

The men whose faith in this country and whose hard work have built it up to this point, are determined that it shall stay white, Mr. Jones added.

The railroad men, those who have their fingers on the pulse of travel, have stated that there was not the prospect of as many people coming to Southern California this fall and winter as have in the past. Thousands are going to Europe instead.

So the leading men in all lines of business got together to devise some means of keeping the flow of travel westward undiminished. They decided to advertise Southern California as a desirable place to visit all the year round.

$300,000 in Advertising.

It was decided to spend $300,000 a year for three years to tell the world of California's wonderful summer climate. $50,000 is being expended now for advertising in papers throughout the middle west and southern states.

Ads are running in forty-one papers west of the Mississippi and north of New Orleans. The campaign has been under way less than six weeks and up to last Saturday night, 1255 inquiries have come into the office in Los Angeles, and the railroads report many inquiries and reservations. Next year the campaign will be carried throughout the entire east and north. It is planned to cover all North America.

Mr. Jones reviewed briefly changes in commercial relations consequent upon the late war, the increase in our shipping tonnage and the necessity of finding new markets for our manufactured products, owing to the financial conditions in Europe.

He declared that for the next twenty-five years, the world's greatest markets will be across the Pacific in Asia, where two-thirds of the population of the world is found. That means that the ports on this side of the continent will become the centers of the world's greatest business.

If the world's business comes to the Pacific, those interested in the business will come. Meanwhile, this campaign has been undertaken that there may be no ebb in the swelling tide of prosperity in Southern California.

At the close of the address, the

Chamber endorsed the All Year movement, and Mr. Topping appointed a committee, consisting of C. W. Jones, W. E. Farman, George Oswald and E. C. Newton to handle such subscriptions as may be obtained in this city.

Mr. Jones stated that he knew we were a small community and could not contribute any large amount. But, he said, we have the reputation of being a wide awake community, and he urged that we go in with them for whatever sum it might be possible to raise here, whether large or small.

Los Angeles, which has the largest Chamber of Commerce in the world, is always anxious to cooperate with the smaller communities and desires the support and endorsement of the chambers of commerce of the adjacent cities.

A rising vote of thanks was given Mr. Jones for his speech, and the meeting adjourned .

Help On Census Get Listed Now

Mr. James N. Hawks who is in charge of the census which is being undertaken under the auspices of the Chamber of Commerce, states that he has all the houses listed now and card indexed by streets.

He now wants the number living in each house and the name of the family. Only a few have responded to the request in last week's paper to send in these facts, and Mr. Hawks says he wants everybody to wake up and let him know who they are and where they are and how many they are.

Also he can make good and valuable use of some volunteer workers to take certain streets and round up those who don't send in these items.

Garbage Plan Is A Great Success

The garbage collection last Tuesday met with universal commendation and, although there had not been much previous notice, the amount gathered up proved that the need for garbage removal was greater than even its strongest advocates realized.

In Sierra Madre Canyon the arrival of the wagon was hailed with delight and the citizens in that section are loud in their expressions of approval. Practically ninety-five per cent of the residents are taking advantage of the collection.

Throughout the remainder of the city the percentage was much lower, but many people hailed the wagon as it passed and said they would have garbage out on its next trip, Saturday.

Mr. Mackerras, the City Engineer, who has given much time to the satisfactory working out of this problem, and Marshal Udell, who has superintended the active details, can rest assured that they have accomplished something which is giving much satisfaction to the majority of the citizens.

Printcraft Veterans Will Handle Edition

Some of these days when Major Patton gets what he is looking for, the smallest and the oldest house in Sierra Madre, the News is going to bloom forth with an old timers edition. The Major will take the editor's chair, Hub Freeman will oversee the composing room and W. S. Andrews will feed the press.

Andrews says he does not know whether he can move quick enough to keep his fingers out of the mechanism, but we will bank on him. He is one of the youngest men we know in Sierra Madre. In the old days he used to feed a job press and an old fashioned drum cylinder day in and day out and still have enough pep and ginger left to get out among 'em we won't say how many nights a week.

If there is any other perfectly good newspaper talent going to waste in Sierra Madre the News wants to know about it so that when the Major returns from Washington we will be all primed for him.

California Has Lowest Death Rate From Typhoi

We all know that we live in the best town in the best county in the best State in the Union, but here is an additional fact to make us stronger Californians than ever. The last report of the State Board of Health states that California has one of the lowest death rates from typhoid of any State. This is in large measure due to the advanced sanitation in practically all sections of the State, and in the strict watch kept on all known cases by the health authorities.

Back East

EXCURSIONS

On Sale Daily Until Aug. 15

BOSTON	$179.10	NEW YORK	$172.14
CHICAGO	106.80	ST. LOUIS	101.40
KANSAS CITY	87.60	ST. PAUL	105.00
NEW ORLEANS	106.80	WASHINGTON	162.30

AND MANY OTHERS. ADD 8% TAX.

EXCURSION FARES TO SUMMER RESORTS

TICKETS ON SALE EVERY DAY

The Road of a Thousand Wonders will take you almost anywhere

--For complete information covering all destinations, rates, routes and trains, call on, write or phone

Southern Pacific Lines

Interline tickets sold to all points by local agent.

G. E. MESECAR, Agent, Phone Red 38

If You Want to Buy, Sell or Rent

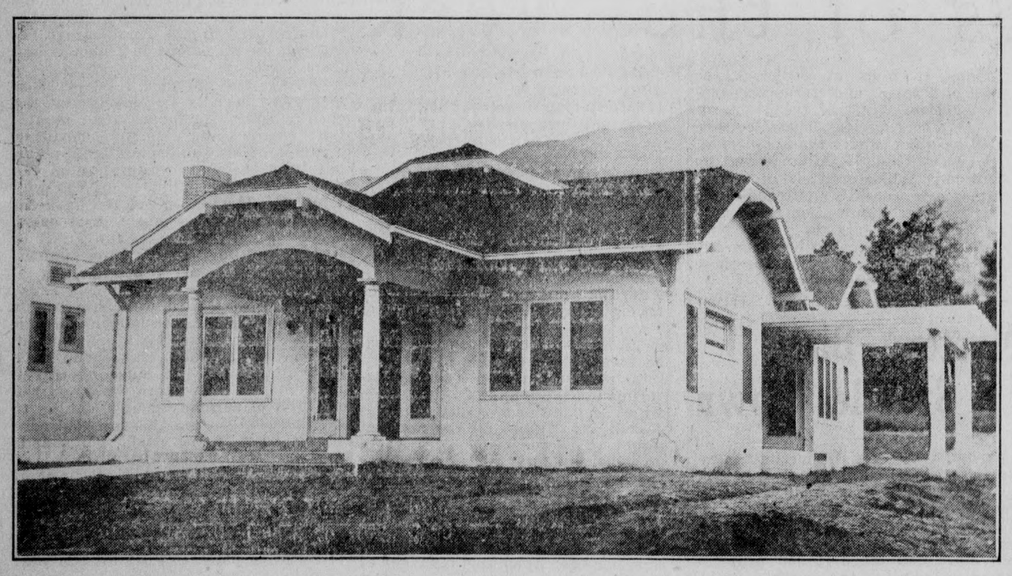
See A. N. ADAMS

THE REAL ESTATE MAN

BARGAINS IN CLOSE IN LOTS

Phone Black 8 14 N. Baldwin avenue

FOR SALE - - $8500.00



Beautiful Seven Room Home

COLONIAL BUNGALOW, Ivory finish throughout, gas furnace, tile bath, shower and sink, automatic hot water heater, hardware floors, beautiful lawn with automatic watering system. Terms if desired. 65 E. Central Avenue.

Launderers and Dry Cleaners

Monrovia Laundry Co

Sierra Madre Office

Pettitt's News Stand

D.G.Stephen, Collector

Phone Green 85

"Send it to the Laundry"

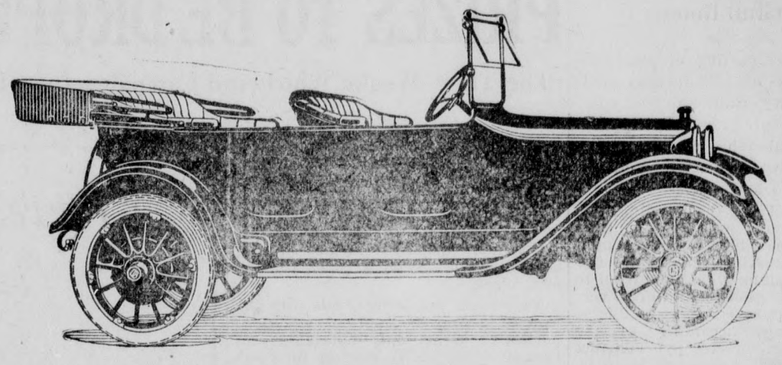
©THE A.L.M.CO.

Two Bargains

You will have to act quickly if you take advantage of the low prices we quote

WE WILL TAKE TERMS

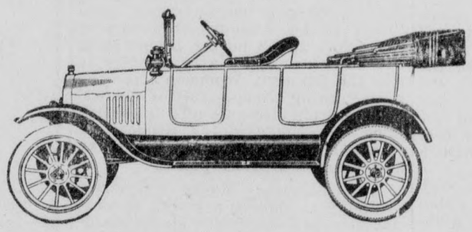
For Only $450



Overland 90 1918 Model

In good running shape. New tires throughout.

For Only $280



Five Passenger Ford 1918 Model

Some of the best Fords on tires were made in 1918. This one has the front seat cut to let down for camping. Tires in good shape.

Authorized Ford Agency

Ford

THE UNIVERSAL CAR

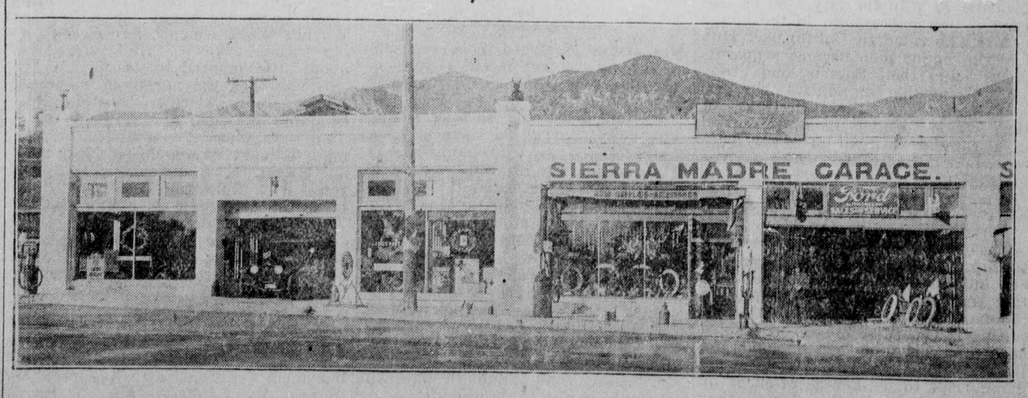
See us about that new flivver

Gasoline Now 23 Cents

The Standard Oil ZEROLENE For Motor Cars

2 automatic pumps to serve you promptly

Sierra Madre Garage



37-9 West Central Telephone Main 110

Suspect Beans His Waterloo

Cooking Ability of Popular Young Man Arouses General Discussion

Can Vic Hill cook beans? That is one of the burning questions that is engaging the attention of the town at present. Vic went back to his cabin in Chileo Canyon a short while ago for a (he says) well earned vacation. Previously Vic had been extending urgent invitations to various matrons of his acquaintance to go back to the wilds with him and run the culinary department of his camp, but without much success. With the usual guile of women, they gave him soft and deceiving answers, but not one of them put on her high boots and khaki clothes and hit the trail. Anyway, a few days ago Vic came back to civilization with a regular Bolshevist uprising in his interior machinery. From what the doctor said there had been a declaration of rights and then a revolution, a counter revolution, a reactionary movement, trench warfare and a riot. A couple of days with his mother's supervision of the eats fixed him up all right and he has gone back to be sociable with the tree squirrels and the mountain lions once more. He flatly refused to say what he had eaten, when he had eaten, how he had cooked it, or whether he had cooked at all. But grave doubt has been thrown upon his ability to properly prepare that standby of all camp life—beans!

Evergreen Trees

are neat and cool appearing. Our established trees can be planted now.

We Deliver

Big Scandal in Sierra Madre

Chamber of Commerce Secretary Is Accused of Meeting Strange Man at Night

One of our leading citizens got in bad the other night. He came near being classed in this caveman-bandit-thug gang which is causing so much excitement in some of the towns hereabout, and his wife, well, his wife says her reputation is sure gone now.

Our new city editor worked late one night this week and when the last bit of copy had been pounded out on her trusty typewriter, she phoned friend husband to leave his comfortable armchair and interesting magazine and start over to meet her, so she wouldn't have to go all the way in the dark alone. Then, womanlike, she remembered some items that needed immediate attention and put through a couple more calls before locking the office door and starting on her way.

The street on which she lives is bordered with some large trees, which make a rather darksome tunnel for timid souls at night, and as "hubby" neared the end of this particular portion, he observed a female figure approaching through the lighter space beyond. With the calmness which comes with a quarter of a century or more of matrimony, he stopped and waited for the lady to approach. As she drew near, with true husbandly impatience, he called out, "What kept you so long? I've been waiting hours!"

The lady in the case gave a frightened little squawk and hurried by. It was NOT the one he thought it was. He called out hastily, "Oh, I thought it was Mrs. Wright." She hurried some more.

Now Jack is gallant and it hurt his feelings to think any member of the gentler sex would run away from him in fear, so when wifey came along a few moments later, he told the tale with wounded pride and grief in his tones, and he didn't see why she didn't stop, etc.

And then friend wife landed on him with both feet. It is reported (we are avoiding libel suits), it is reported she spoke thusly:

"You blooming idiot just see what you have done to me! That woman evidently didn't know you or she wouldn't have been frightened. (Note: Isn't wifely faith a beautiful thing in this wicked world.) She'll think some strange man has been hanging around here "hours" to meet Mrs. W. Won't that be a lovely story by the time it has been repeated fourteen times?"

We wouldn't mention this in print, we don't believe in stirring up scandals at all, but we didn't want the lady who was accosted by mistake to go through the rest of her life thinking we had any wild and wooly characters in this perfectly good city of ours.

New Resident Well Known

Editor of California Retail Drug Journal Will Make His Home Here

Dr. Wm. H. Stemmerman, formerly of Passaic, New Jersey, has bought the property owned by the late Mrs. Martha Williamson at 355 N. Auburn Ave. The new owner is having the house remodeled and the damages caused by a slight fire repaired, and expects to make his home in this city permanently.

Dr. Stemmerman is a native of New Jersey, where he has lived almost his whole life as a professional and business man. He practiced medicine in Newark, New Jersey, for a number of years and then bought a drug store in Passaic, which he rapidly converted into the leading store of its kind in that city. He then became interested in the drug manufacturing business in New York City, which he continued until 1918, when overwork forced him to take a rest. In 1919 he came to California and is now the Editor of the California Retail Drug Journal.

Dr. Stemmerman has traveled through most of the states east of the Rocky Mountains, has visited the West Indies and Porto Rico, and toured Europe before the Great War.

He has engaged in considerable literary and editorial work along with his other activities and, judging by the comments in his "home town" papers, he has left a large gap in the community he has deserted.

We feel that he has shown consummate good taste and keenness of vision in choosing Sierra Madre as his future home and the News is glad to welcome him as one more of the best people on earth who are living in the best city in the world.

MONOGRAMING

Automobile and Leather Goods
GUARANTEED WORK
Durable—Reasonable
JACK MITCHELL
Leave order Pettitt's News Stand

JESSIE WARD
Landscape Gardner
Plans furnished—Work Superintended or taken by contract
Call Ward Nursery, Mt. Trail and Laurel. Phone Blue 29

MOUNTAIN GLEN SANITORIUM
G. W. HARRIS, M. D.
Specializes in the care and treatment of tuberculosis and constitutional diseases
Phone Red 40 Sierra Madre, Cal.

SAINT-CYR SANITARIUM
Treatment consists of the Fast Cure and Milk Diet. No tubercular cases received.
140 So. Hermosa. Phone Green 166

NEWS WANT ADS—What about that vacant lot that you are paying good money out on taxes every year? Did you ever think what a small investment in want ads might bring in the shape of a sale with a fat profit tied to it?

LET US PAY YOUR GAS BILLS

$400.00 invested in our 8 per cent cumulative Preferred Stock will pay you $32.00 each year in dividends. The average domestic consumer's annual gas bill is about $31.00.

A sound 8 per cent investment with a definite guaranteed rate of return.

8 per cent interest paid direct to you on your installment payments while you are paying for the stock.

Southern Counties Gas Company
OF CALIFORNIA
Kersting Block Main 117
Sierra Madre

Myrdell Dairy
SANITARY MILK RICH IN BUTTER FAT
Can supply a few more customers
Phone Green 115 Sierra Madre

Strickland's Feed Store
41 N. Baldwin Phone Black 22
SELLS FOR LESS
All Kinds of Poultry Food, Grain and Hay.
Highest Quality - Lowest Price

Rest at This Store Before Starting Up the Hill
Check your bundles free. A rocking chair is always at your disposal
IVORY FURNITURE
REFRIGERATORS
GARBAGE CANS
FURNITURE REPAIRED
ROLAND ADAMS
12 North Baldwin Avenue Phone Black 8

TRADE AT HOME - SIERRA MADRE

Electric Wiring for Houses

Our Contract Department will wire new or old houses or business structures in strict accordance with the latest rules—insuring safety, convenience and economy.

Installation of motors for pumping or power. We refer to many clients as to our ability in this line.

Electric Lighting Fixtures

We are displaying a fine line of Electric lighting fixtures. Any taste or purse suited. From the modest bungalow to the most elaborate mansion correctly outfitted. Special designs for unusual requirements or conditions.

LET HIM DO ONE WEEK'S WASHING

And then he will lead you to our store so that you may select the Electric Washer that you ought to have!

WASHING IS EASY

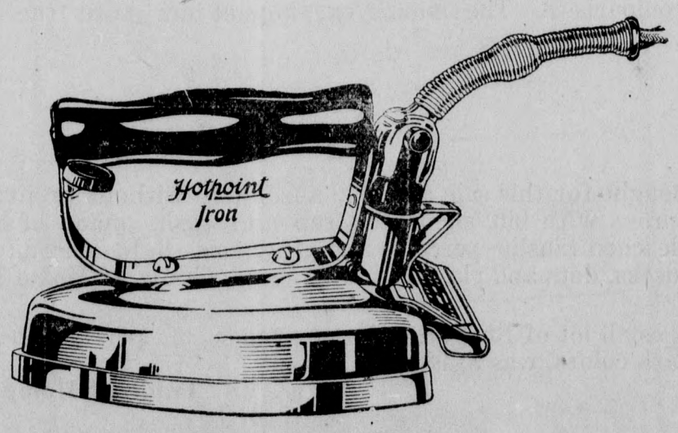
It is easy to wash with our Electric Washers. Save wear on clothes, too.

We Are Sierra Madre Headquarters for Everything Electrical

We have in stock, or can quickly procure, any reliable and worthy electrical device for labor saving. Our prices will compare favorably with those of the large cities. A special point in favor of buying your electrical requirements "at home" is the fact that any difficulty you may experience in the use of a new device can be quickly adjusted by your home electrician. "We Take Care of You."

SPECIAL BARGAIN FOR "TRADE AT HOME WEEK"

This Six-Pound Hot-Point Electric Iron for $5.50



An Electric Iron that sells regularly for $6.95, during "Trade at Home Week" for only **$5.50**

The Royal Electric is only one kind of the many good sweepers we have in stock. We can and will please you!

Royal	60.00
Ohio Tuec (Special)	37.50
Franc-Premier (Special)	$37.50
New Premier	45.00
Eureka	55.00
Baby Hoover	60.00
Special Hoover	74.00
Apex	55.00

Easy Terms of Payment on All Goods If Desired

SIERRA MADRE ELECTRIC COMPANY
G. I. FARMAN
Opposite Pacific Electric Station (Kersting Court) at Central and Baldwin. Phone Main 120-2

Another Use For Oranges

The Skin Is Ground Up and the Pulp Sent to Kansas to Poison Grasshoppers

Sometimes envious and jealous folks from less favored sections of this broad land of ours are cruel enough to say that Californians are awful liars and claim that this state produces things it doesn't. What would they say to the statement that California, out of her waste and discarded materials, feeds the poor, abused 'hoppers of Kansas and Nebraska?. But it is absolutely the fact.

It is an old story that the packers don't waste anything of the pig but the squeal. There is a by-products plant at Corona which does better than that with oranges, for there isn't any squeal to waste.

Even the Skin is Used

Some genius discovered that by running the mashed oranges through a cream separator the oil could be taken out. Then the citric acid is extracted by another process. The juice is separated from the pulp and sold to some of the orangeade manufacturers. Then the pulp, ah, the pulp, is shipped east in carload lots and sold to farmers who are rather ungracious about letting the grashoppers have light and refreshing lunches off their crops.

Of course the pulp is seasoned well before shipping. Some ingredients are mixed in which have a discouraging effect on the inner workings of a wellmeaning, industrious grasshopper. It is rather a low down trick to play on the jumpy little insects. Here comes Mr. Grasshopper with his wife and children, his mother-in-law and his uncles and aunts and cousins, and makes a swoop at Farmer Corntossel' wheat field. Spread seductively on the boundaries and on various open spots in the vicinity, is California orange pulp. Having been an industrious reader of the food journals of the country, Mr. Hopper knows that California oranges are one of the finest things to eat that can be found on the whole round world. So he guides his little flock to the feast, urging them to make haste and get all they need before those hoppers who acted so rudely at the last stopping place catch up with them, and in a few moments, he and all the other hoppers have gone to hopper heaven.

Can't Resist Oranges

For years scientific sharks experimented trying to find some food to poison the grasshoppers. But the hoppers were very fastidious and they always passed up the food prepared and ate the growing things. But even a hopper can't resist California oranges and, while that shows good taste on his part, it is also his undoing, for hard, unfeeling men do not hesitate to doctor the oranges before passing them out for hopper feasts. Poor little hoppers, perishing because they show discrimination!

Social Activities of the Week

Reported by Mrs. W. R. Less

J. H. Moore of Long Beach has taken the cottage at 71 W. Montecito Avenue.

Miss Elizabeth Sanders was married to Mr. Harry E. Chester on August 5th in Los Angeles.

Mrs. Theodore Pettitt of Los Angeles and her little daughter were luncheon guests on Tuesday of Mrs. W. E. Walker.

Mrs. V. Janet Fish, her daughter, Mrs. Zada Leonard, and Master Bobbie Leonard have just returned from a ten-day trip to San Diego.

Miss Helen Seeley is dividing her two weeks vacation between Balboa Beach and Catalina. She will be at the latter resort next week.

Mrs. C. W. Jones and daughter, Miss Virginia, leave today to be the guests of Mrs. Virginia Holland of Long Beach for the remainder of the month.

Miss Muriel Tarr, who for several weeks has been visiting relatives in the northern part of the state, has returned to her home on West Montecito.

Miss Mabel Everett, bookkeeper for M. D. Welsher, starts next week on a motor trip to San Francisco. On the way, she will stop at Ontario to visit relatives.

Mr. and Mrs. Alfred Elwood, Mr. and Mrs. James Elwood and Miss Hilda Humphries, all of Los Angeles, with Mrs. Walsh of Waurika, Okla., were Sunday guests of Mr. and Mrs. George Humphries of 81 E. Grand View.

Mr. and Mrs. Taskar Webster and family have returned from Laguna Beach, where they have been camping for the past two weeks. Mr. Webster was superintending the construction of a cottage on the estate of Mrs. C. W. Dobbins of Pasadena.

Mr. and Mrs. J. C. Dickson were host and hostess at a family dinner last Sunday in honor of their niece, Mrs. Florence Gray Webster. Other guests were Mrs. Ella A. Jackson of Los Angeles, Mrs. J. E. LeGuin and two children, Miss Maud Gray and Mr. G. Arthur Gray. Mrs. Webster was here eighteen years ago and sees many changes.

Mrs. Frederick P. Sperry and daughter, Miss Harriet, left Thursday for Larchmont, New York, to attend the wedding of Mr. Sperry's niece, Miss Elizabeth Bean. They will be accompanied as far as Kansas City by Mrs. J. T. Mason, who is going east to join her daughters.

Mrs. M. D. Welsher returned the first of this week from a short stay at Catalina.

Mr. and Mrs. Malcom Cavnaugh left Wednesday to spend a week at Santa Monica.

Mr. and Mrs. J. F. Sadler of 145 San Gabriel Court have as their house guests for a week, Mr. and Mrs. J. C. Richardson of Hollywood.

Mrs. L. C. Brooks with her two sons returned Saturday from a two weeks outing at Ocean Park. They were guests at the summer cottage of Mrs. Brooks' mother, Mrs. Lenna Siedel of Los Angeles.

Miss Helen Williams of West Highland avenue, who is employed in the offices of the Pacific Mutual Life Insurance Company in Los Angeles, is spending her vacation at Catalina.

Mrs. F. W. Crandall and her sons, Eugene and Harold, have sold their house at 240 East Central and are planning to build near Pasadena Glen in the near future. Meanwhile they will be living at 273 West Mariposa.

Mr. and Mrs. Frederick P. Sperry of East Live Oak entertained at dinner Wednesday night in honor of Sperry's birthday and as a farewell to Mrs. Sperry and Miss Harriet, who left for the east Thursday. The guests were Mr. and Mrs. Harry Hawxhurst of this city, Miss Kathleen Hackworth of Los Angeles, and Mr. Henry Newby of Pasadena.

Mr. and Mrs. E. C. Newton are anticipating the arrival from the east in the near future of their son and his wife. Mr. Newton has been building an attractive home for the young couple on his property on Live Oak, east of his own house. The new building is nearly completed.

Miss Leah Fletcher of West Highland Avenue is entertaining her nephew, Mr. Robert Fletcher Manlove of St. Louis, Mo. Mr. Manlove made the trip across the continent by automobile, visiting Yellowstone Park and other points of interest en route. He and his aunt attended the Indianapolis picnic on Thursday.

Mrs. William Carson Shaw returned Tuesday from a six weeks absence in the east. The major portion of the time was spent with friends in her former home, Alliance, Nebraska. On the return trip, Mrs. Shaw stopped for a few days with relatives in Denver and spent a week in San Francisco. She reports that she had a most delightful trip and enjoyed every moment of it, but she is glad to be back in Sierra Madre.

Miss **Ora Gilbert** of Los Angeles spent Sunday with Mrs. Benjamin Medley.

Mrs. W. P. Caley and Miss Hilda are enjoying the sea breezes at Santa Monica where they will spend a month.

Mr. and Mrs. Elwood Land of Huntington Park have been the house guests of Mrs. E. P. Rhodes for the major portion of the week.

Roy Edwards, the popular assistant in Welsher's Grocery, accompanied by his wife and family, left Sunday for a week's vacation at Redondo Beach.

Miss Adelaide Hamlin of Oakland, who has been visiting her aunt, Mrs. F. W. Crandall, for a number of weeks, has returned to the northern city.

Randolph Wood and his friend, Jerry Kellogg of Pasadena, made a trip last week to Muir Lodge, the cabin of the Sierra Club in the Big Santa Anita Canyon.

Mrs. Roland Adams enjoyed a luncheon at the Hotel Ambassador on Wednesday in company with five other former teachers in the Sierra Madre school. After the luncheon the party attended a matinee.

Mr. and Mrs. R. B. Wallace of Santa Anita Court leave today to spend the remainder of the month at Long Beach.

Mrs. Florence Gray Webster of Philadelphia arrived last Friday and is stopping with her father and sister, Mr. G. Arthur Gray and Miss Maud Gray. She says people may come and people may go, but coming to Sierra Madre is best.

Mr. and Mrs. C. E. Dolloff and two sons who drove to Sierra Madre two years ago in a Ford car from their home in Massachusetts, left Thursday in a new Ford to make the return trip. They will go by way of Sacramento and Salt Lake over the Lincoln Highway. They expect to cover a thousand miles a week, taking about three weeks for the trip.

Miss Gladys Walker entertained a number of friends with a birthday luncheon last Saturday at her home on West Grand View. The decorations were in yellow and green, the place cards and favors carrying out the same color scheme. The guests included Misses Harriet Sperry, Lorraine Wright, Louise Pearson, Mary Jameson and Miss Gladys Flattery of Pasadena.

"Reliability"

Sierra Madre Hardware Co.

GARBAGE

The City of Sierra Madre has completed plans whereby GARBAGE will be collected from every household, **provided, "Same is placed on the front curbing in enclosed metal cans."**

We have a good stock of cans of all sizes which range in price from 90c to $2.50. These cans are heavy **corrugated** galvanized iron, with extra heavy telescoping covers.

GET READY FOR THIS GREAT IMPROVEMENT!

LINOLEUM, BROOMS, MOPS, FLOOR OILS

PAINTS, WINDOW GLASS, OILS

PLUMBING, TINNING, GAS FITTING

GENERAL AND BUILDERS' HARDWARE

Sierra Madre Hardware Co.

31-35 West Central Ave. **Phone Main 98**

WE CLOSE SATURDAY AT 12 O'CLOCK, NOON

"Reliability"

Our Aim Is

and has always been, to give our patrons the best of service at most reasonable prices, as also to save them any expense on their repair work which can possibly be avoided. Why should you go away from your own city for your repairs, when by giving us a trial, we can save you time and money besides. We refer you to any of our patrons as to results on above statements.

Why buy cheap so-called "seconds" when for a small additional sum we can supply you with the famous

BRUNSWICK TIRES

and also any accessory needed on your car? Why not decide to give us a trial now?

Central Garage

Our Motto: **"Service and Satisfaction"**

Blue 8 **JOS. BELOHLAVEK & SON**

AUGUST 13 TO 20 INCLUSIVE

TRADE AT HOME SALE

Give Us Your Support—We'll Give You a Good Store

The Important Features of this Sale

To give you better values. To build a bigger and better business for ourselves. To sell good dependable merchandise at prices lower than elsewhere, thereby keeping your **TRADE AT HOME.**

We invite comparison. The more you shop at our store the better satisfied you will be.

Women's Hosiery

Black and White Hose, good quality, the kind that has been selling at 45c, all sizes 8½ to 10

Trade at Home Price 25c

Women's French Lisle Hose

in black, white and grey, extra good with back seam fitted, all sizes

Trade at Home Price 45c

Children's Hose

30 dozen children's Hose in black and white, all sizes 5 to 10½, good, dependable quality including Boys' Heavy Johnnie Jones Hose

Trade at Home Price 25c

Men's Underwear

Men's Athletic Union Suits, including B. V. D., Sealpax and Palmdale, all sizes 36 to 46

Trade at Home Price $1.35

Men's Topkis Athletic

Union Suits in fancy stripe, the best dollar garment made

Trade at Home Price 90c

Men's Muslin Gowns

Made of extra quality muslin, full cut and roomy, wide double band, V neck, ... **$1.39**

Socks

Men's Sox in black, white, navy blue and grey, guaranteed to wear.....**15c**

Children's Sox

All sizes Sox in white mercerized quality with pink and blue tops....**39c**

Women's Waists

Our line of lawn and voile waists, about 3 dozen in the lot, this includes all our cotton waists, were $1.98 to $4.25, in this sale at one-half price—

99c to $2.13

Women's Vests

To close out 10 dozen women's Vests, all sizes, wing sleeve and sleeveless, worth up to 50c **25c**

Union Suits

Women's Union Suits in tube and strap top, 38 to 44, good $1.00 value

Trade at Home Sale 75c

Children's Union Suits

Made from pink crepe, taped and button waist and bloomers

Trade at Home Sale 69c

Aprons

Bought for this sale and sold absolutely without profit; 6 dozen aprons with bib, shoulder strap and sash, made of heavy unbleached muslin, percales and ginghams, light and dark colors, checks, dots and plain. **Trade at Home Price 75c**

A small lot of Bungalow Aprons made of percale in light and dark colors, was $1.98

Trade at Home Sale 98c

Good assortment Bungalow Aprons in good quality ginghams, white collars and belt, also extra good plain white aprons, $1.98 to $2.50 **Trade at Home $1.48**

Gingham Dresses, good quality gingham, long sleeve, all new this season's style, was $3.25 to $3.75,

Trade at Home Price $1.98

Women's Smocks

Made of Jap crepe embroidered and smocked, long and short styles, were $2.98

Trade at Home $1.49

Dresses

A few Gingham Dresses with overskirt and ruffles, good quality, long sleeve, $5.75

Trade at Home Sale $3.75

Women's Bloomers

Jersey ribbed bloomers in pink, good grade, were 75c .....**Trade at Home Price 48c**

Coates' Spool Cotton

150 yd. spools, black and white, all sizes **5c**

Sheets

81x90 extra heavy Garden City seamless sheets for this sale

Trade at Home Price $1.39

Piece Goods

36 inch Percale **19c**
36 inch Scrim ecru..... **15c**
36 inch Hope Muslin..... **17c**
36 in. unblchd Muslin **12½c**

Printed Organdie

36 in. printed organdie, fine quality, good assortment of patterns, opening of the season were $1.00

Trade at Home Sale 39c

WarnerCorsets **J. F. SADLER** **Standard Patterns**

HELP BUILD A CITY

Does this old expression "Trade at Home" have a real significance for you?

Do you realize that Trading at Home benefits you, your merchant, and your town?

Your home merchant has natural advantages which enables him to give you better service and better values. All he asks or expects is a fair chance. You and the town's prosperity depend upon your practical response. The merchants whose names appear below are interested in seeing a 100% spirit of cooperation in Sierra Madre.

Trade At Home

CHAS. M. NOMURA
Cash Grocery
FRESH FRUITS AND VEGETABLES ..OUR ..SPECIALTY
Fresh Every Morning Good Quality at Lowest Prices

THE SIERRA MADRE PRESS
Printing is a matter of brains. Our new shop foreman was for years in charge of one of the largest printing plants in Los Angeles. We can give you quicker service and better work than you can get in any of the larger cities.
Next to the Post Office Telephone Black 42

SIERRA MADRE ELECTRIC COMPANY
G. I. Farman, Proprietor
IF IT IS ELECTRICAL WE HAVE IT
STANDARD GOODS AT STANDARD PRICES
Telephone : Main 120-2

J. F. SADLER & CO.
Dry Goods and Men's Furnishings
BIG SPECIAL SALE—From Aug. 12 to Aug. 20, inclusive, during Home Campaign. Prices Greatly Reduced.

F. H. HARTMAN & SON
PHARMACEUTICAL CHEMISTS
25 North Baldwin
The Highest Quality Merchandise at the Lowest Consistent Price
THE SIERRA MADRE PHARMACY

WOODSON F. JONES
Victrolas - Victor Records
KODAKS AND FINE STATIONERY.
PICTURE DEVELOPING AND PRINTING
31 N. Baldwin Ave. Phone Black 75

SIERRA MADRE FURNITURE CO.
81 W. Central Ave.
F. M. HILDEBRANDT and J. ROWER, Proprietors
Full Line of Household Furnishings, Paints, Awnings and Porch Curtains

SIERRA MADRE HARDWARE CO.
31-33-35 W. Central Ave., Phone Main 98
Builders' Hardware, Plumbing and Tinning, Household Utensils, Paints and Glass, Legitimate Hardware
We Compete with Los Angeles Prices

CENTRAL MARKET
M. D. Welsher, Proprietor
ALL SEASONABLE VEGETABLES FRESH EVERY MORNING
Only the Best Meats Money Can Buy in Our Market
Grocery Phone : Main 6 Market Phone : Main 97

FERRIS & COOPER
Real Estate
If you want to buy, sell or rent real estate in Sierra Madre look us up. We stand ready to serve you promptly
22 N. Baldwin Avenue Telephone : Red 22

FIRST NATIONAL BANK
"BANK AT HOME"
"Put your dollars to work in your own Home Town"
BANK BUY BUILD AT HOME

C. W. HARRIMAN
Tailoring
Repairing : : Cleaning and Pressing : : Dyeing

J. W. STRICKLAND
Poultry Food, Grain and Hay
HIGHEST GRADE GOODS, LOWEST PRICES
Phone Black 22 41 N. Baldwin

FRANK FRAIBERG
Silverware, Jewelry, Watches and Clocks
Have You Bought a "Take or Put Top" Yet? If Not, You Are Missing a Lot of Fun

L. W. BLINN LUMBER CO.
Get Our Prices When Building
We carry a complete line of Building Materials. Prices now are lower than before the war.

ROLAND ADAMS
New and Used Furniture
Iceless Coolers : Satisfaction Guaranteed
STORAGE BY THE MONTH
12 N. Baldwin Ave. Telephone Black 8

ANDREWS & HAWKS
Licensed Realty Brokers
Complete Listings and Prompt and Courteous Service at all times
REAL ESTATE : LOANS : INSURANCE : NOTARY
27 N. Baldwin Avenue Telephone Exchange 2

SIERRA MADRE GARAGE
Ford Agency
Mr. Milton Steinberger, proprietor, wishes to announce that, beginning Monday morning, August 8, shop labor at PRE-WAR PRICES

SIBLE'S BAKERY AND LUNCH ROOM
F. D. Sible, Prop.
BAKES NATIONAL BREAD
This Week's Special GRAHAM'S GRAHAM BREAD
Two good places to eat—SIBLE'S and at Home

GEORGE A. OSWALD
Real Estate Service
Our Aim Is to Please. Inspect Our Listings of Improved and Unimproved Sierra Madre Property
REAL ESTATE, INSURANCE, LOANS AND RENTALS
6 N. Baldwin Avenue Telephone : Blue 100

SIERRA MADRE FEED AND FUEL CO.
J. W. Krauter, Prop.
QUALITY—SERVICE—FAIR PRICES
We carry a complete stock of Feed and Fuel of Highest Quality Only

CENTRAL GARAGE
Joe Belohlavek & Son

OLSEN'S SHOE SHOP
Henry Olsen, Proprietor
Men's, Ladies' and Children's Shoes
All Kinds of Polishes and Laces
Dr. Scholl's Foot Necessities
SHOE REPAIRING A SPECIALTY
34 N. Baldwin Avenue Telephone : Green 38

PETTITT'S NEWS STAND
A. E. Pettit, Proprietor
SOFT DRINKS, CIGARS, TOBACCOS
NEWSPAPERS, MAGAZINES, PERIODICALS
Phone Green 85 Opposite P. E. Station

SIERRA MADRE NEWS

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GLENN E. PALMER
Managing Editor

JESSICA H. WRIGHT
City Editor

Subscriptions payable in advance. All new subscriptions will be delivered at once and be entered as of the first of the month following the date on which the subscription was made. Old subscriptions will expire on the first of the month following the present expiration date.

Copy for change of advertisement must be in the office by 10 a. m. Thursday morning. New advertising copy must be in the office by noon Wednesday

VOL. 15, NO. 46 FRIDAY, AUGUST 12, 1921

Help Yourself by Helping Sierra Madre's Merchants

THERE is no corrective for any social evil so prompt and so efficient as getting together and talking it over frankly and constructively without malice and without prejudice.

It has come to be a matter of general comment throughout the city that the ever increasing practice of going out of Sierra Madre to purchase goods that are for sale by our own merchants has reached the "social evil" stage.

The News is not in a position to condemn those who make their purchases outside of the city, nor would it avail itself of such a position if it could.

Nothing is to be gained by criticism.

Nothing is to be gained by lining up one faction of the town against another.

Far from it.

The News can and proposes to do two things: remind you of the underlying principles and open its pages for a free and unbiased discussion by the citizens.

In the underlying principles every reader of the News agrees if he has any spark of civic pride in his make-up, and every reader of the News this week means every householder in the city.

By keeping our own money in our own city we are getting in addition to the products we buy, new conveniences for our comfort, new members of the community attracted by these conveniences, increased values for our holdings brought by the demands of an increased population.

We get just what we pay for in this world, no more and no less.

Let us not forget that.

We pay money for commutation books and two hours of valuable time out of our day for the sake of living in the most beautiful city in Southern California—and we pay it willingly.

We want to keep it the friendly little town without the smoke stacks and without noise that will always be a congenial habitation for intelligent people.

BUT we also want all of the advantages in prices and service that are offered by the large merchants in the noisy, bustling centers of population.

The inference is not that we are asking the impossible but that we are setting for ourselves a problem that will take the united effort of the town to solve.

We get what we pay for in this world. Somebody has to pay for bringing to a small home community the bargain sales, cut rates and variety of merchandise that come to a large city supporting with its daily trade large merchants with branch stores and the resulting buying power that enables them to purchase in carload lots and pick up, when the market is right, mill ends of merchandise and left over cuts and lots of produce.

Give our merchants the benefit of large buying power and they can give you the benefits you now seek in city stores

Large scale production has always been the secret of low prices at both ends of a transaction, greater buying power and lower selling costs.

The merchant in Sierra Madre has to keep just as many clerks and pay them just as high wages, as does the big merchant and with fewer customers his cost per customer is resultingly higher.

He has to fix his margin of profit according to his cost per sale.

Every time a Sierra Madre citizen trades outside of the city he increases the cost per sale of his home merchants and forces it just that much harder for them to reduce their margin of profit.

These are stating principals now. We do not know whether the margin of Sierra Madre merchants is high or low, and for the purposes of the present discussion we do not care. It is not for us to judge the merchants in the conduct of their own business any more than it is for us to criticise the citizens for trading out of town.

We are merely opening the way for a free open discussion of an existing condition.

As a matter of principal we know that it is right and beneficial to every one concerned for ALL of the citizens to do ALL of their trading in Sierra Madre to the limit of the stocks here offered.

How this ideal condition is to be brought about is for the citizens of Sierra Madre to solve.

The columns of the News are open to them and we stand ready to print every letter that is written in a spirit of constructive helpfulness.

Let's talk it over.

"Little Beds of Flowers — Little Coats of Paint"

AFTER the Chamber of Commerce meeting Monday night, in one of the little groups which was holding an informal discussion of the evening's speech and what this town should do to help impress the visitors who may be brought here by this special advertising campaign, one of our progressive citizens made the suggestion that if every property holder the whole length of Central Avenue would clean up his property and plant trees and flowers, we would have a main thoroughfare which would rival in beauty any street in any city in California. And everybody present said, "Amen."

Eighty per cent of the property on Central Avenue is splendidly improved and a joy to look upon, but the remaining twenty per cent does give the passerby a jolt every once in a while. Turning into Central from Sierra Madre Avenue, the first impression is wonderfully attractive, no city has a prettier entrance. Then as the visitor progresses, he notices unsightly and neglected lots cheek by jowl with places where the owners have expended much labor and money to make beauty spots. There is one corner not so terribly far from the City Hall, which looks like the rag tag end of a misspent life. One block will have splendid street trees, the next will have parkings that look like the baldheaded row in the theatre. Won't some genius suggest a way by which the owners can be induced to plant street trees and the right kind of street trees? The News will present that public benefactor with a medal.

In the long ago, when the News was a mere stripling of a newspaper, a little gem of poetry, copied from the Chicago Tribune, appeared in an issue, and it is quite as appropos today as it was then:

"Little beds of flowers,
Little coats of paint,
Make a pleasant cottage
Out of one that ain't."

The News is happy to state that most of the people in this town have shown that they are of that opinion, though they may never have read those exquisite lines. Here's hoping that the small minority will become inoculated with this spirit.

And in this connection here is a good one on one of our bright minds: A certain prominent citizen and a fair lady were strolling along one of our streets recently, and they chanced to pass a little cottage on a tiny lot, where the clever owner had utilized every inch of space. There were some beautiful beds of flowers in the front of the house and, partly covered by vines, a chicken yard with some active hens could be seen at the rear of the lot. The fair lady, endeavoring to make pleasant talky-talk, made slight gesture toward the largest of the flower beds—a perfectly lady-like slight motion of her hand, you understand, nothing so rude as pointing—and remarked, "Splendid zinnias, aren't they?" And the prom. cit. answered, "Splendid. Are they good layers?"

Central Market

ALWAYS RELIABLE

Our Vegetables Are Fresh Every Morning. We Have Everything In Season

IN THE MEAT DEPARTMENT
Only No. 1 Steer Beef and Baby Lambs used. Swift's Smoked and Salt Meats

FRESH FISH FRIDAYS

We Close Thursdays at 12 O'clock

M. D. WELSHER

Grocery Phone Main 6 Market Phone Main 97

B. & B.
Household Aids
"Have Them on Hand"

THE SIERRA MADRE PHARMACY
F. H. HARTMAN & SON
PHARMACEUTICAL CHEMISTS
25 N. BALDWIN AVE. PHONE BLACK 25

Open Air Dancing
EVERY SATURDAY NIGHT
IN SIERRA MADRE CANYON
GOOD MUSIC
THE TRAIL STORE
Phone : Green 20

News of the Churches

CHRISTIAN SCIENCE SOCIETY

9:30 a. m. Sunday School.
11:00 a. m. Morning Service, subject Sunday, Aug. 14, "Soul."
Services of the Christian Science Society of Sierra Madre are held in the Kindergarten building West Highland Avenue.
Testimony meeting Wednesday 8 p. m.

ST. RITA'S CATHOLIC CHURCH

Rector, Rev. F. Woodcutter
Corner Highland & Baldwin Avenues.
Sundays and Holy days of obligation, Mass at 9:00 a. m., Week days, Mass at 7 a. m., during Lent at 7:30 a. m. Instructions for children Saturdays at 9:00 a. m., Confessions Saturdays at 7:30 p. m.

BETHANY

Dr. W. H. Rawlings, Pastor.
11:00 A. M. Morning Service.
6:30 P. M. Senior Young People's
7:30 P. M. Evening Service.
Wednesday evening 7:30 prayer meeting.
Mr. F. R. D. Moote. Sunday School superintendent.
Rev. A. H. Miller, conductor adult's Bible class.

CHURCH OF THE ASCENSION

The Rev. Wm. Carson Shaw, Rector
Sunday Services.
Holy Communion—8:00 A. M.

CONGREGATIONAL

Rev. W. J. Thompson, minister.
129 W. Central. Phone Green 36.
A Community Church, open to all who believe in the Lord Jesus Christ.
11:00 a. m., "The Romance of Reality."
7:30 p. m., "The Spiritual and the Mental."
7:30 P. M. each Wednesday, midweek service with special address by the pastor.
Everybody cordially invited to attend all services.

SUMMER TIME
Oh, what a wonderful world it is—
A world of brightness, beauty and bliss—
At summertime!
All that is lovely becomes more dear
As we walk with God, who is so near
At summer-time!—(W. J. T.)

Attend Church on Sunday

A community church open to all who believe in the Lord Jesus Christ.
Morning service, 11 a. m.—"The Romance of Reality."
Evening service, 7:30 p. m.—"The Spiritual and the Mental."

COME

First Congregational Church
REV. W. J. THOMPSON, MINISTER
Phone Green 36. 129 West Central Avenue

SIERRA MADRE FEED & FUEL CO.
The Quality Store
We are fortunate in securing some splendid Alfalfa Hay recently and can supply you in any quantity you desire.
PRICES ARE RIGHT
We also have a full line of Pratt's Poultry Supplies
This is a good time to order your winter coal
Phone Main 50 97 E. Montecito

C. W. HARRIMAN
TAILOR
Cleaning, Pressing, Repairing, Dyeing
We make Suits for men and women
Phone Red 64 10 N. Baldwin
Free Delivery

THE FIRST NATIONAL BANK

Capital	$25,000.00
Surplus and Undivided Profits	$11,000.00

Directors and Officers:
Charles S. Kersting, President. F. H. Hartman, Vice-Pres.
H. E. Allen, Cashier. Chas. W. Yerxa, Vice-Pres.
M. F. Seeley, Assistant Cashier. J. B. Coulston, Director
Interest Paid on Term Deposits
Safety Deposit Boxes for Rent

50 good cigarettes for 10c from one sack of
GENUINE "BULL" DURHAM TOBACCO
Guaranteed by The American Tobacco Co.

PAINTING—TINTING
PAPERHANGING
SIGNS—GRAINING—ART DECORATIONS
HIGH CLASS WORK
J. D. TUCKER
Phone Green 80. Res. 111 Suffolk

ALBERT H. LOVE
REAL ESTATE SPECIALIST
Years of experience. Special service given on exclusive listings. Office and residence on Foothill Boulevard, 433 W. White Oak Ave. Monrovia, Calif. Phone Black 153

CURTIS H. GOODENOW
Special Agent
New York Life Insurance Company
Phone Main 151. Sierra Madre, Cal
Residence, 65 N. Baldwin

ALLEN T. GAY
Funeral Director
Phone Main 93. 201 West Central
Sierra Madre, Cal

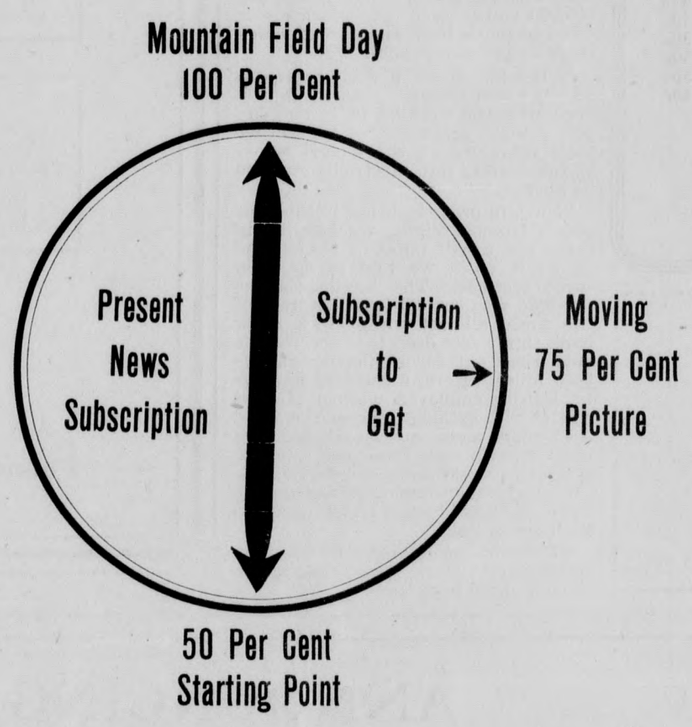
BOYS!

Watch the Clock

THERE ARE approximately 900 householders in Sierra Madre. The News now goes to 450 of these. We want to make it a one hundred percent paper and we believe you can help us do it and help yourself at the same time.

We will give you 20 per cent of all the subscription money you take in. In other words if you get a year's subscription for two dollars you will get forty cents. If you get a three year's subscription for five dollars you will get one dollar.

And this is not all. A big clock will be placed in the window of the News office. When you bring the hand around to 75 per cent or 675 subscriptions we will give you a free motion picture show.



At the close of the campaign when we bring the arrow around to 100 per cent we will all have a field day somewhere up in the mountains with bag races, three-legged races. pie eating contest and all the fixin's—and hush, maybe we can convince the Mayor to go along with us.

REMEMBER only three weeks beginning next Monday.

Call at the office and we will be ready for you.

TO THE GROWN-UPS:

THIS is vacation time. The boys of the city are looking for a chance to make some honest money with which to buy parts for their wireless outfits and other necessities of a boy's existence.

Let us give them a chance to learn a lesson in industry and have a good time while they are doing it.

The News points the way.

Some day in the next three weeks a boy will call at your home with a slip of green paper printed like facsimile at the right and bearing your name.

If you are already a subscriber, the three year subscription rate offers you an opportunity to help the boys of Sierra Madre.

PRESENT SUBSCRIPTION EXPIRES

NAME

STREET OR BOX NO.

P. O. AND STATE

SOLICITOR'S NAME AND ADDRESS

DATE CALLED	REPORT

Date ..... 192.....

I hereby subscribe to.....years' subscription to the Sierra Madre News, understanding that the subscription rate is 75c for 3 months, $1.25 for 6 months, $2.00 for one year and $5.00 for three years, in Sierra Madre, payable in advance; and $3.00 per year, payable in advance, for subscriptions outside of Los Angeles County; and that my subscription is to begin on the first of the month following the above date.

.....

Jan.
Feb.
Mar.
Apr.
May
June
July
Aug.
Sept.
Oct.
Nov.
Dec.

Sign Here

THE SIERRA MADRE PRESS, Incorporated

Sierra Madre California

Hostess House In Canyon

Miss Fanny Montague Hunt and Mrs. Elizabeth Field Metheany have taken the bungalow at 166 East Grand View and expect to be permanent residents of Sierra Madre.

Miss Hunt is the owner of a most artistic cabin in the Big Santa Anita which she plans to use as a Hostess House. She has named her cabin "Open Windows" and has in preparation a most attractive folder giving all the details of the surroundings and the arrangements which may be made to visit the cabin.

Miss Hunt and Miss Metheany will open a Tea Room at 166 East Grand View, which they call "The House at the Side of the Road." This will afford a comfortable resting spot for people on their way to and from the trails.

Our Electric Lights,-- Where Do They Come From?

There is a quiet mannered chap with a glint in his eye that comes wandering into the News office every once in a while, who knows more about electric lights and where they come from than most of us do about the common routine of our daily business. His name is Fred Schwartz and he is district manager of the Southern California Edison Company here.

He deserves a lot of credit from Sierra Madrans because he is the man who is largely responsible for coats of paint, varnish and calsomine that give us more pleasant surroundings in which to pay our monthly light bills.

After the lecture Monday night, Fred caught us working overtime and wandered in to have a little chat. He was so "het up" over a new 30,000 horse power plant that the Company had just brought in up in the big creek region that we could hardly hold him down to the ordinary hundred and ten volts of every day conversation. Such a grand and glorious mixture of volts, amperes and kilowat hours did he turn on that we well-nigh got an overload in our cerebral system resulting in a fatal case of brain fever.

"Fred," said we, "what I am interested in, and I dare say I am an average Sierra Madran, is just where the juice comes from that we turn on when we push a button here in Sierra Madre."

"You know most of us lose a lot of the good things in this life by taking for granted so many of the commonplaces," said Schwartz, and we commenced to get on common ground right away.

"An electric light is an electric light unless lightning strikes a line and then it is a nuisance, and that is as far as we go. (Of course lightning never strikes in Southern California.)

"Way up in the Kern River region we have a group of power houses that send 60,000 volts down to the transformer station at Eagle Rock, from which it is distributed to Sierra Madre and surrounding points.

"Up in the Big Creek region we have another group that generates 150,000 volts, part of which comes down to Eagle Rock and part of which stays in the San Joaquin Valley.

"All told these plants represent 92,000 horse power. Just imagine a herd of 92,000 working night and day and you get some idea of the job we have transforming the melted snows of the Sierras into electricity for you to burn.

"Now, in order to bring in this new plant, Number eight, we had to dig three and a half miles of tunnel, and to do it quick we had to do it in three sections. The section on the far side was cut off from the rest of the world all last winter by a snow bank thirty feet deep that covered the only road out for a distance of fifteen miles. Here, a hundred and fifty Edison employes worked all last winter with nothing between them and the outside world but an Alaskan dog team that brought mail and supplies every two weeks and a wireless operator who picked snatches of the world's news and posted them in bulletins for the men to read.

"This is something for you to think about when you turn on an electric light next time."

Compare Cash and Carry prices and note saving for you

Golden Crown Creamery 55c
Glenwood Pasteurized 50c
Pure Mountain Honey qt 50c
Nucoa, lb. 29c
Heinz Pure Imported Olive Oil, pint 68c
Imported Olive Oil, half gal. $2.40
Hills Coffee, lb. 43c
Hillvilla Tea 83c
Asparagus, can 20c
Milk, all kinds 2 large cans 25c

We carry a full line of fresh fruits and vegetables

F. G. SCALZO
Phone Red 75

Beef—
Prime Rib Roast 25c
Pot Roast ..... 18c to 20c
Boiling Beef ..... 12c to 15c
Hamburg, lb. 20c
Baby Lamb—
Leg of Lamb 33c
Lamb Chop.....30c, 40c, 50c
Lamb Shoulder..... 26c
Lamb Stew 15c, 18c
Milk Veal—
Veal Roast ..... 25 to 27c
Veal Chops..... 30c, 35c, 40c
Veal Stew 15c, 20c
Bacon.....35c, 40c, 50c
Chickens, lb. 50c
Hams 40c
Fish Thursday and Friday

J. H. PARSONS
Phone Red 75

We deliver orders amounting to $5.00 or over

Fumigating

Lots and Orchards

Experienced Workmen

E. A. PIELEMEIER

Phone Green 9 Sierra Madre, Calif.

UNITY STORE — MINED MEAL RETAIL GROCERS ASSN

Bargain Sale

for One Week Starting Aug. 15

Cut down your living expenses, your dollar will go farther, and you get quality and service.

GROUND CHOCOLATE

Riesener's "Dutch Process" sweet ground Chocolate, a process that improves the digestibility and flavor, at a bargain price for this one week sale
1 lb. can .....34c, 3 for $1.00

MATCHES

Ask for the Handy Hang Up Box with the very best double dipped parlor matches, noiseless, non-poisonous, at a special price for one week
6 boxes for ..... .35

SALMON

A fancy Alaska Pink Salmon in the flat can, at a bargain price for this one week sale
the can ..... .09
1 doz. cans 1.05

RINSO

The new form of soap for the family laundry. Soak the clothes, that's all. No rubbing, no boiling. Made by the makers of Lux. A special bargain price for this one week sale
5 packages for ..... .38

PRUNES

We can offer Santa Clara Prunes at a bargain price for this one week sale
2 lbs. for ..... .15
5 lbs. for ..... .35

SOAP

Pearl White Laundry Soap, at a bargain price for this one week sale.
5 bars ..... .24
12 bars ..... .55

S. R. NORRIS

SIERRA MADRE DEPARTMENT STORE Established 1887

BUY UNITY PRODUCTS—THE QUALITY IS RIGHT, THE PRICE IS RIGHT

Phone Black 12 291 West Central

ANNOUNCING

GRAHAM'S GRAHAM PRODUCTS

FOR HEALTH AND FOR SIERRA MADRE BUY BREAD AND BREAKFAST CEREAL MADE FROM GRAINS THAT HAVE BEEN MILLED IN YOUR OWN CITY BY A MASTER MILLER

A BAKERY

That is not surpassed by any in Los Angeles, equipped with a Bake-Rite Electric Revolving Oven where fresh bread, buns, pies, cakes and doughnuts are made fresh every day.

A fresh supply of Baked Goods from Graham's Graham Products every day.

FOR "TRADE AT HOME WEEK" ONLY WE WILL SELL ALL OF OUR BREAD FOR 10c A LOAF

A RESTAURANT

Where Home Cooked meals, cooked in a sanitary kitchen may be had for popular prices at hours convenient for the public. It is our policy to serve only the best and charge what it is worth

A HOTEL

Where clean airy rooms, that are kept clean, are at the service of your friends and of transients. A town is known to travelling public by its hotels. We aim to keep a hotel that will do the town credit. **We take in no tubercular patients.**

Frank D. Sible

28 North Baldwin Ave. Sierra Madre

ENTIRE WHEAT FLOUR

Whole wheat is a misnomer. The entire grain can only be saved in flour by hand picking the wheat to exclude all oats and foreign substances. The usual way to exclude these is by bolting. But the bolting takes out the best part of the wheat also.

BREAKFAST CEREAL

Dr. Harvey W. Wiley, the foremost food expert, feeds his children entirely on entire wheat cereal and recommends it as the most healthful article of diet possible to secure. He also says there are only four or five millers in the country who mill ENTIRE wheat cereal. We have no other kind.

CORN MEAL, Yellow and White

Make corn meal bread out of the ordinary cornmeal and then make some out of Graham's ENTIRE corn meal, and notice the difference. Our corn meal holds ALL of the flavor and nutriment that is in the corn. All of our grains are carefully washed and treated to kill any trace of bacteria before being milled.

V. L. Graham

76 N. Auburn Ave. Sierra Madre

Sullivan's New Shop to Open

Bakery and Lunch Room by Former Manager of Delicatessen

Mr. and Mrs. Dennis Sullivan, who formerly ran the Delicatessen Shop and Lunch Room at 26 North Baldwin Ave., expect to open their new store at 30 Windsor Lane about September 1st. They will do business under the name of "The Sierra Madre Bakery," and expect to carry a full line of bakery goods and also run a lunch room similar to the one they had before.

They have taken over the bakery plant owned by D. J. Millard, and Mrs. Sullivan says she feels all ready to start in on her famous home-made pies and cakes once more.

The Sullivans made many friends while located on Baldwin and gave great satisfaction by their service, so the prospects are that they will do a rushing business from the moment of opening.

Swimming Pool Is Sanitary

City Nurse Sets at Rest False Rumors of Contagion Risk

To set at rest the fears of those apprehensive citizens who thought the swimming pool in the canyon might have something to do with the spread of epidemic diseases, Miss Marcy, the city nurse, was interviewed on the subject.

She states that the pool is kept in an absolutely sanitary condition and is under constant supervision. It is regulated in accordance with special rules laid down by the State Board of Health.

The pool is entirely emptied once a week and the bottom thoroughly cleaned. Three pounds of chloride of lime are used for cleaning purposes. A stream of fresh water is kept running through the pool constantly, so once a week is considered ample for emptying it.

All bathing suits are sterilized before being given out again. All towels are thoroughly boiled. In addition the water is so cold that diptheria germs would freeze to death before they could do any harm.

So if you want to go swimming, do it with a calm and peaceful mind.

New Aeroplane Great Success

Test at Sierra Aircraft Field Proves New Craft To Be Practical

At the Sierra Aircraft Company's field on the Foothill Boulevard a new plane was tried out last Sunday which has some interesting and novel features.

The plane was designed by G. Edward Barnhart and was built in Pasadena at the factory of C. R. Little. It is not a particularly large plane but one innovation is that it has two motors instead of one. It carries five passengers beside the pilot.

Mr. W. W. Alley of this city, who is interested in the Sierra Aircraft Company, states that the tests were very successful and that there is no doubt but that a series of these planes will be manufactured to be used in Hawaii. It is planned to utilize them for passenger travel between the islands of the Hawaiian group.

Mr. Alley is devoting most of his time at present to assisting Donald Douglass, who is working on a large government order for the Glen Curtis Company.

Capitalist to Build Houses

Opportunities in Sierra Madre Have Appeal to Moneyed Investor

Mr. Fred Fox of the Maryland, in Pasadena, is building a small bungalow at 76 East Laurel. Mr. Fox, whose father, Richard Fox, is editor and owner of the Police Gazette in New York City, has recently sold a hundred thousand dollar ranch in the San Gabriel Valley near Arcadia. He was planning to invest his money in realty in Lamanda Park when Mr. J. H. Parsons of this city persuaded him that Sierra Madre offered a better field.

Mr. Parsons, who has resided here at intervals for several years, and who has recently opened a meat shop in connection with the Cash Grocery, proved such a convincing booster for this town that Mr. Fox has announced his intention of building twelve houses here for sale and rent in the near future.

Miss Fox and Mr. Richard Fox, brother and sister of Mr. Fred Fox, will be remembered as having lived here for a couple of years about ten years ago.

A Platinum covered Wedding Ring for $10.87

"Bridal Blossoms and Platinum" put into the hands of Master Craftsmen have been wrought into a thing of beauty breathing happiness:-

The Platinum Wedding Ring.

Bring in your Gold Wedding Ring and we will cover same with a liberal sheet of Platinum, and carve the entire Ring with Bridal Blossoms, hand carved in the three cornered effect with sides and top hand engraved, for

$10.87

for Rings 2½m/m wide. Wider Bands in proportion; estimates cheerfully furnished.

We preserve inscription on inside of every Ring.

We are direct representatives of a large eastern Factory, hence above special price. They put the same skill and workmanship into this work as they give their solid Platinum Wedding Rings.

FRANK FRAIBERG
Opposite P. E. Station
Phone Red 127
SIERRA MADRE, CALIFORNIA

Physician and Surgeon
E. L. JACKSON, M. D.
161 North Auburn St.
Phone Green 3

LLOYD L. KREBS, M. D.
Sierra Madre Office, 4 N. Baldwin
Tues., Thurs., Sat.—11 to 12:30
Phone Main 60
Pasadena Office, 461 E. Colorado
Phone, Colo. 630
Residence, 415 Oak Lawn, So. Pas.
Phone, Fair Oaks 584

F. P. MILLER, M. D.
Practice limited to diseases of the lungs and throat
Appointments made at any time.
Call Phone Blue 37

MAY CULBERTSON LAIDLAW
Osteopathic Physician
Hours by Appointment
Office and Res., 83 N. Sunnyside
Phone Green 43

DR. THOMAS WARDEN
Dentist
Office Hours: 9 to 4
71 N. Baldwin Avenue

GEO. W. GROTH, D.O., M. D.
Also MARY GROTH, D. O.
Office: Sierra Madre Hospital
122 N. Baldwin Avenue
Calls answered day or night
Phones: Blue 144; (Res.) Blue 73

N. H. GOODENOW, M.D., F.A.C.S.
Physician and Surgeon
General Practice, and Diseases of the Eye, Ear, Nose and Throat.
Glasses Fitted
71 N. Baldwin Ave. Tel. Main 151

R. H. MACKERRAS, M. D.
Sierra Madre Office 8 N. Baldwin
Hours: Mon., Wed., and Fri. afternoons by appointment. Phone Main 53. Pasadena Office: Central Bldg. Phone Colo. 334. Res. Phone, Colo. 1191.

DRS. SMITH - SIMPSON
235 East Colorado St., Pasadena
EYES EXAMINED AND GLASSES SCIENTIFICALLY FITTED

NEWS WANT ADS

FOUND—A lady's gold watch. Will loser phone me? Geo. Humphries, Black 121.

FOR SALE—Empty Victrola boxes for packing. Woodson F. Jones.

WANTED—A house or barn to wreck; address 48 North Hermosa.

SPANISH DINNERS will be served every Sunday at the Tourist Lunch Room, corner Mountain Trail and Highland avenues.

NEWS WANT ADS—"If I could find just the right sort of person I might rent that room that we are not using very much." The right sort of person reads the News. Try a Want Ad.

FOR SALE—One Studebaker wagon truck, 3½-in. axle, in good order. Will sell cheap, as I have no use for them. Phone Green 78.

NEWS WANT ADS—How about that yard in "the cleanest city in Southern California?" Remember the boys of the town are having a vacation now and would be glad of a job to clean it up for you. A want ad will bring them.

FOR SALE—New Pioneer Incubator, 270 capacity. Combination either electric, coal oil or gas. Guaranteed perfect condition. Cost $59. Will deliver for $40. Murphy, 186 Grove St., Phone Black 138.

NEWS WANT ADS—Your raspberry vines are sending out a lot of little baby vines that are cluttering up the lot. Perhaps you want some Loganberry vines. Somebody would like to trade with you. Try a Want Ad.

FOR SALE—300 white leghorn laying hens, 18 months old. Will sell complete flock or by the dozen. Apply 94 E. Laurel.

NEWS WANT ADS—It is costing you good money to have that bungalow vacant. There are an average of fifty changes every month in the population of Sierra Madre. The way to come in on these changes and go out with a profit is to use want ads.

WANTED—If you have property for sale or exchange list with us. Will be glad to handle same through our Los Angeles office. Have good exchange at Inglewood for Sierra Madre. E. A. Calvert, 31 E. Algeria, Phone Black 5, or Rooms 505-6 San Fernando Bldg.

NEWS WANT ADS—It is not such a tragedy to lose your keys and have to spend the night on the front porch. A News want ad will find them for you.

FOR SALE AT A SACRIFICE—Six-room stucco bungalow, built a short time, modern in every respect, south front, with wonderful valley view; convenient garage, flowers and fruit; lot 54x116; price $4250—a real bargain. A. N. Adams.

NEWS WANT ADS—What about that vacant lot that you are paying good money out on taxes every year? Did you ever think what a small investment in want ads might bring in the shape of a sale with a fat profit tied to it?

WANTED—Money for Real Estate loans; any one having money to loan see Ferris & Cooper, 23 N. Baldwin, phone Red 22.

NEWS WANT AD—You heard about the man who lost a glove out of the car window and threw out the other so that the finder would have mates. If he had known about the News want ads he might have been in a pair of gloves.

FOR SALE—Cleveland motorcycle in good condition; call Green 10.

WANTED—Work as "handy man;" mow lawns, clean rugs, etc. Terms reasonable. Call Blue 56.

NEWS WANT ADS—Stored away in the garage are those odd pieces of furniture that are no good to you. Somebody is starting to housekeeping in Sierra Madre who would like to pay good money for them. Answer: a News want ad.

FOR SALE—Six Rhode Island Red hens and ten pullets. Apply 194 E. Montecito.

NEWS WANT ADS—"Oh if I could only get somebody who could come in for a few hours every day to help with the work!" A common complaint that might be cured by a little want ad. It's worth trying anyhow.

FOR RENT—Rooms and apartments furnished; 38 Auburn; phone Green 68; also health baths and rubs at your home or at above address.

NEWS WANT ADS will be found every week on this page. Look for them. You may find the opportunity you have been looking for.

IF WANTING a man for house or gardening work call Hotel Renier. Ask for W. L. Cotten.

NEWS WANT ADS—Have you more eggs than you can use? A want ad will bring an eager customer to your door and money in the little tin bank on the mantle piece.

FOR SALE—Close in, 4 room house, new, lot 93x146, $1500 with water, lights and gas. A. N. Adams.

NEWS WANT ADS—There are places right here in Sierra Madre where you can loan your surplus capital at a good rate of interest. A want ad will find them.

FOR RENT—Upright Grand piano, nearly new, $5.00 per month. A. N. Adams.

NEWS WANT ADS—Perhaps someone is waiting to give you a reward for that necklace you found. It has no sentimental value to you and hard cash does. Try a want ad.

WANTED TO BUY—Well developed pullets, four or five months old; only good birds considered.. Phone Edith Wark, Red 56.

NEWS WANT ADS—A man to work in your citrus grove when irrigating time comes along. He is somewhere in Sierra Madre. A want ad will find him.

FOR EXCHANGE—Fine building site in the three hundred block on North Los Robles avenue, Pasadena, 60x210. Will excahnge equity for Sierra Madre improved up to $3500. For particulars see Geo. A. Oswald, No. 6 N. Baldwin avenue, phone Blue 100.

NEWS WANT ADS—Did your last hatch of chickens come out fifty per cent cockerels? Remember the people of Sierra Madre eat chickens. All they need is a want ad to tell them that you have some to sell.

FOR SALE BY OWNER—I will sacrifice my home place for quick sale, modern 8-room house, 4 bedrooms, screen sleeping room, dining room with buffet, large living room with beam ceiling, cobblestone and brick fireplace, kitchen and service porch, open hall and stairway, large front porch, beautiful view of mountains and valley; lot 50x192; shade and flowers, one block from P. E. car; price only $4500. 275 W. Montecito Ave., Phone Black 164.

NEWS WANT AD—Perhaps that old machine is getting a little shabby and there is a fellow around the corner who needs it in his business. Why pay a middleman's commission? Try a News want ad.

WANTED—To rent sewing machines by the month. Woodson F. Jones.

Do you wish to

BUY, RENT or SELL

Sierra Madre Property

WE are in a position to offer you complete listings and prompt and courteous service at all times.

ANDREWS & HAWKS
LICENSED REALTY BROKERS
Real Estate *Loans* *Insurance* *Notary*
27 North Baldwin Ave. Exchange 2

THE L. W. BLINN LUMBER CO.
Sash, Doors, Wall Board, Roofing Papers, Cement, Brick Lime and
Lumber for All Purposes
Phone Black 23 Sierra Madre California

STORAGE
By The Week or Month
For Goods of All Kinds. Dry, Light, Concrete Basement
Easy of Access. For Arrangements See or Phone
Phone: Black 8 ROLAND ADAMS

COLONIAL THEATER
314 S. Myrtle Ave. MONROVIA, Calif.
Shows 7:00 and 8:45 P. M. ..Saturday Matinee 2:30
PROGRAM FOR WEEK OF AUGUST 14, 1921

SUNDAY AND MONDAY, AUGUST 14 AND 15
THOS. MEIGHAN in "White and Unmarried"
A PARAMOUNT PICTURE
The romance of a dashing Yankee bachelor who started out to "do" Paris—and did. Love and deviltry, dash and danger! You'll say the Good Luck Star has done it again!
Also Current Events and Made in the Kitchen, Sennett Comedy

TUESDAY, AUGUST 16
A BIG NIGHT
MITCHELL LEWIS in "KING SPRUCE"
From the Book by Holman Day
It is a story rich with the scents and odors of the Big Woods; dramatic with the crash of falling trees and filled with muscular action and daredeviltry.
Also CHARLIE CHAPLIN in "SHOULDER ARMS"

WEDNESDAY, AUGUST 17
ELLIOTT DEXTER in "The Witching Hour"
A mighty story of unforgetable love. Set in the twilight zone of life and the Great Unknown. Made from the famous drama that played to countless thousands throughout America.
Also a Good Comedy

THURSDAY AND FRIDAY, AUGUST 18 AND 19
CONSTANCE TALMADGE in "Lessons In Love"
Who wouldn't take lessons in love from Constance Talmadge? She's the cutest housemaid that ever took a young man's hat and heart. Adapted from Douglas Murray's comedy, "The Man From Toronto."
Also LARRY SEMON in "SOLID CONCRETE"

SATURDAY, AUGUST 20
BEBE DANIELS in "THE MARCH HARE"
(The Good Little Bad Girl)
Dashing Bebe Daniels in her most fascinating role, as the headstrong young heiress who bets that she can live on 75 cents a day for a whole week in New York City. Of course she wins her wager and a husband besides.
Also a Good Comedy

If you are in need of a
GARBAGE CAN
Call Us for Immediate Delivery on Following Sizes and Prices:
2½-gal. can 90c
5-gal. can $1.00
6½-gal. can 1.25

We also have received a new shipment of Refrigerators. Come see our assortment.

We have a fine line of Camping Goods, Auto Tents, Wall Tents, Cots, Chairs, Stools, Gas Stoves, Tent Heaters, Canteens and Knap Sacks.

For Rent

Sewing Machines, by week or month. Vacuum Cleaner, by the hour or day.

Sierra Madre Furniture Company
HILDEBRANDT & ROWER
87 West Central Ave. Sierra Madre, Cal. Phone: Main 136

GROCERIES
Fresh Fruit and Fresh Vegetables Every Morning
OLSON'S BREAD—Pure and wholesome, fresh every day,.....24 oz. 10c
C. M. Nomura
PHONE MAIN 46 BANK BUILDING
Everything at lowest Market Prices

FERRIS & COOPER
SUCCESSORS TO WILLIAM WALKER
REAL ESTATE, INSURANCE, RENTALS
List your property for sale or rent with us
Have demand for more places than we can supply
If you want quick action give us your listings
Phone Red 22. 22 North Baldwin Ave.

Pasadena Phone Fair Oaks 606 — Sierra Madre Phone Black 3
Bergien, Cabot & Morgan
UNDERTAKERS
Lady Attendant
Ambulance Service
122 Garfield Ave. Pasadena, California

IF YOU WANT TO BUY, SEE US WE HAVE THE BEST
IF YOU WANT TO SELL—REMEMBER—WE GET RESULTS
George A. Oswald
Real Estate, Insurance and Loans
Phone: Blue 100. .. Res. Phone: Green 114. 6 N. Baldwin Ave.

Sierra Madre Man Buys Newspaper

Robert M. Lamoreaux, who recently removed here from Long Beach and bought and built a residence at 257 West Laurel street, has purchased the Los Angeles Market News, an extensively circulated publication devoted to growing and marketing of Southern California products. The paper is also the official organ of the Grand Central Public Market, at 317 South Broadway, which is the largest retail market emporium on the Pacific Coast.

With Mr. Lamoreaux's seventeen years residing in Southern California he has made quite a study of the state's resources, and has a fund of knowledge which will prove of inestimable statistical value to him in his editorial capacity.

Mr. Lamoreaux will continue his residence in Sierra Madre, going to the city daily. Possession was taken last Monday, August 1st.

A Platinum covered Wedding Ring for

$10.87

"Bridal Blossoms and Platinum" put into the hands of Master Craftsmen have been wrought into a thing of beauty breathing happiness:—

The Platinum Wedding Ring.

Bring in your Gold Wedding Ring and we will cover same with a liberal sheet of Platinum, and carve the entire Ring with Bridal Blossoms, hand carved in the three cornered effect with sides and top hand engraved, for

$10.87

for Rings 2½m/m wide. Wider Bands in proportion; estimates cheerfully furnished.

We preserve inscription on inside of every Ring.

We are direct representatives of a large eastern Factory, hence above special price. They put the same skill and workmanship into this work as they give their solid Platinum Wedding Rings.

FRANK FRAIBERG
Opposite P. E. Station
Phone Red 127
SIERRA MADRE, CALIFORNIA

HUNTER'S JEWELRY STORE
416 S. Myrtle Ave., MONROVIA, Cal.
Clocks, Watches, Cut Glass, Fine Jewelry
We Make Your Watch Tell the Truth
All Repair Work entrusted to me will receive prompt and careful attention
Look for the Big Clock
If It Comes from Hunter's It's Good

Physician and Surgeon
E. L. JACKSON, M. D.
161 North Auburn St.
Phone Green 3

LLOYD L. KREBS, M. D.
Sierra Madre Office, 4 N. Baldwin
Tues., Thurs., Sat.—11 to 12:30
Phone Main 60
Pasadena Office, 461 E. Colorado
Phone, Colo. 630
Residence, 415 Oak Lawn, So. Pas.
Phone, Fair Oaks 584

F. P. MILLER, M. D.
Practice limited to diseases of the lungs and throat
Appointments made at any time.
Call Phone Blue 37

MAY CULBERTSON LAIDLAW
Osteopathic Physician
Hours by Appointment
Office and Res., 83 N. Sunnyside
Phone Green 43

DR. THOMAS WARDEN
Dentist
Office Hours: 9 to 4
71 N. Baldwin Avenue

GEO. W. GROTH, D.O., M. D.
Also MARY GROTH, D. O.
Office: Sierra Madre Hospital
122 N. Baldwin Avenue
Calls answered day or night
Phones: Blue 144; (Res.) Blue 73

N. H. GOODENOW, M.D., F.A.C.S.
Physician and Surgeon
General Practice, and Diseases of the Eye, Ear, Nose and Throat.
Glasses Fitted
71 N. Baldwin Ave. Tel. Main 151

R. H. MACKERRAS, M. D.
Sierra Madre Office 8 N. Baldwin
Hours: Mon., Wed., and Fri. afternoons by appointment. Phone Main 53. Pasadena Office: Central Bldg. Phone Colo. 334. Res. Phone, Colo. 1191.

DRS. SMITH - SIMPSON
235 East Colorado St., Pasadena
EYES EXAMINED AND GLASSES SCIENTIFICALLY FITTED

The Month In the Garden Beautiful

Eminent Botanist Tells What to Do With Your Flower Garden
By Ernest Braunton

By Ernest Braunton
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DAHLIAS are now regarded as proper prey for a two season crop of flowers and the autumn crop is usually better than the earlier one. If the plants bloomed in spring the tops may be cut down to the ground or to within six inches as you choose, and new tops made which will give a splendid crop of flowers in late October or November. But they must not be neglected. Water and fertilizer must be given in good supply and clean cultivation practiced.

An examination of Iris germanica beds will disclose rhizomes too thick for good bower crops and some on top of the soil. While this appears to be a natural disposition it does not produce the best results. Now is a good time to divide and plant them beneath the soil. In the heaviest soil this may be an inch or two and in light sandy loam three or four inches. Iris are so easily grown and such a superb range of good varieties may be obtained very cheaply that no garden should be confined to the very common whites and purples. California specialists catalog named varieties by the hundred.

Watsonia bulbs may be divided and replanted during August and September, with good results. Last year bulbs planted in the spring brought small spikes of poor flowers or none, though all bulbs were of good size and quality.

It is still early to plant other bulbs except freesias and August plantings will bring early flowers. Too many garden owners regard this as a season of rest, go away for a vacation and leave the plants to care for themselves. We have no "interregnum" in California; Queen Flora reigns continuously and all should meet their August responsibilities by keeping the garden in proper shape. It is doubtful if neglect during any other month will so quickly produce a shabby garden, for weather is warm, soil is warm and dry and plant needs, in moisture at least, are great.

Crysanthemums must be closely watched and kept well watered at all times, and until color shows in the buds should be fed once each week with liquid or commercial fertilizers. At this late date do not use raw bone meal, no matter how finely ground. As plant food will not be available in time to aid the coming flower crop, though acidulated bone flour will. The hardy perennials common to gardens of all countries should be sown this month and will bring blossoms next summer. You may also sow seeds of cineraria (for shaded flower beds), calendula, Canterbury bell, cosmos, dimorphotheca (South African orange daisy), lobelia, pansy, pink, primrose, petunia and verbena. Also all Australian and South African tree and shrub seeds and those native to California. Plants to set out now are: carnation, daisy, phlox, petunia, and violet.

One may gauge the constant need of soil moisture by the distress quickly shown by lawns even slightly neglected during the month of August.

To Boost "Trade at Home Campaign"

With the endorsement and support of the Chamber of Commerce, a "Trade at Home" campaign will be put on in this city next week under the direction of Thomas Losey who makes a specialty f this work. Many of our people spend money in Los Angeles and Pasadena which should be spent with our local merchants. They would get just as good value for their money and the prosperity of the local merchant is bound to have its effect upon the general prosperity of the community.

There will be special bargains offered for the duration of the campaign and our people will have their attention called to the great variety and all lines which they can purchase right here at their doors. Save time and trouble and carfare and trade at home.

Mrs. Tilton Wins Sedan In Contest

Mrs. C. E. Tilton, a contestant in the ticket selling contest put on by the L. T. D. Theatres of Pasadena, won the second prize, a Ford sedan, having polled 29,186,000 votes.

The first prize was won by Miss Vivian Brandenberg of Pasadena, who received 40, 000,000 and so wins an automobile.

The contest has lasted for seven weeks and Mrs. Tilton, who is highly pleased over her success, attributes it to the assistance she received in this city from her many friends. It is interesting that both of these prize winners should be well known in Sierra Madre, Miss Brandenberg being a favorite among the younger social set. She was the bridesmaid at the wedding recently of Miss Helen Sadler.

COLONIAL THEATER

314 S. Myrtle Ave. MONROVIA, Calif.

Shows 7:00 and 8:45 P. M. Saturday Matinee 2:30
PROGRAM FOR WEEK OF AUGUST 7, 1921

SUNDAY, AUGUST 7
ROY STEWART in "Riders of the Dawn"
From the novel "The Desert of Wheat," by Zane Grey
The great adventure wherein love and the law prove mightier than the rope.
Also Current Events

MONDAY, AUGUST 8
JUSTINE JOHNSTONE in "Sheltered Daughters"
This picture shows very powerfully and clearly the near-tragedy which resulted from the wrong bringing up of two girls. It is a picture which every father and mother and daughter should not fail to see
Also Current Events and a Comedy

TUESDAY, AUGUST 9
"PROXIES
A COSMOPOLITAN PRODUCTION
From every point of artistry and general excellence, "Proxies" is a gem. The story relates to a crook who reforms despite every obstacle that is thrown in his path. There is a charming love story and the action is enlivened by incidents of the most thrilling character.
Also Crowning King Blizzard (Educational)

WEDNESDAY AND THURSDAY, AUGUST 100 AND 11
A Double Attraction
ROSCOE (FATTY) ARBUCKLE
as a drummer in
"THE TRAVELING SALESMAN"
ALSO
One of the most enjoyable novelties of the screen is
"Lyman Howe's Famous Ride on a Runaway Train."
Here is a picture that makes you grasp your seat and grow dizzy, so real is the sensation of tearing along in a train over an eccentric track, shooting through tunnels, over trestles and ending up in a shocking bang that might be eternity if it were real.

FRIDAY, AUGUST 12
MILDRED HARRIS CHAPLIN in "The Inferior Sex"
A startling expose of married life and domestic problems—in a story that shatters traditions and tells how to be happy through married life.
Also a Comedy

SATURDAY, AUGUST 13
WALLACE REID in "Too Much Speed."
A story of love and racing cars, and a daredevil driver who proved a fast worker in both. Filled with the thrill-and-laugh-stuff that makes a moving picture move!
Also "Friday the Thirteenth," a Comedy

NEWS WANT ADS

FOR SALE—Ducks and duck eggs; call Red 143.

NEWS WANT ADS—The News believes in its own advertising. It believes that this much space is needed to take care of the normal wants of the city right now. So we are going to take the space not occupied by others until there is on more room left for us. Then we will enlarge the space.

SPANISH DINNERS will be served every Sunday at the Tourist Lunch Room, corner Mountain Trail and Highland avenues.

NEWS WANT ADS—"If I could find just the right sort of person I might rent that room that we are not using very much." The right sort of person reads the News. Try a Want Ad.

FOR SALE—One Studebaker wagon truck, 3½-in. axle, in good. order. Will sell cheap, as I have no use for them. Phone Green 78.

NEWS WANT ADS—How about that yard in "the cleanest city in Southern California?" Remember the boys of the town are having a vacation now and would be glad of a job to clean it up for you. A want ad will bring them.

WISHING to reduce my flock, will sell cheap from one to three dozen Ancona hens most but one and one-half years old. Mrs. A. R. Hinton, 154 E. Montecito, Sierra Madre, Cal., phone Blue 135.

NEWS WANT ADS—Your raspberry vines are sending out a lot of little baby vines that are cluttering up the lot. Perhaps you want some Loganberry vines. Somebody would like to trade with you. Try a Want Ad.

NEWS WANT ADS—It is costing you good money to have that bungalow vacant. There are an average of fifty changes every month in the population of Sierra Madre. The way to come in on these changes and go out with a profit is to use want ads.

FOR SALE—20 laying hens, 10 pullets 6 months old, all white Leghorn; 48 N. Hermosa.

NEWS WANT ADS—Stored away in the garage are those odd pieces of furniture that are no good to you. Somebody is starting to housekeeping in Sierra Madre who would like to pay good money for them. Answer: a News want ad.

FOR SALE—High grade player piano, mahogany, perfect condition, with 100 rolls of selected music, price $400. Will accept phonograph as part payment or will trade for lot. This is a real bargain; 246 North Lima. Phone Red 45.

NEWS WANT ADS—Perhaps someone is waiting to give you a reward for that necklace you found. It has no sentimental value to you and hard cash does. Try a want ad.

FOR RENT—Rooms and apartments furnished; 38 Auburn; phone Green 68; also health baths and rubs at your home or at above address.

NEWS WANT ADS will be found every week on this page. Look for them. You may find the opportunity you have been looking for.

NEWS WANT ADS—A man to work in your citrus grove when irrigating time comes along. He is somewhere in Sierra Madre. A want ad will find him.

NEWS WANT ADS—It is not such a tragedy to lose your keys and have to spend the night on the front porch. A News want ad will find them for you.

NEWS WANT AD—You heard about the man who lost a glove out of the car window and threw out the other so that the finder would have mates. If he had known about the News want ads he might have been in a pair of gloves.

WANTED—Girl for general housework. Mrs. Marion Jones, phone Blue 165.

NEWS WANT ADS—"Oh if I could only get somebody who could come in for a few hours every day to help with the work!" A common complaint that might be cured by a little want ad. It's worth trying anyhow.

FOR EXCHANGE—Fine building site in the three hundred block on North Los Robles avenue, Pasadena, 60x210. Will excahnge equity for Sierra Madre improved up to $3500. For particulars see Geo. A. Oswald, No. 6 N. Baldwin avenue, phone Blue 100.

NEWS WANT ADS—Did your last hatch of chickens come out fifty per cent cockerels? Remember the people of Sierra Madre eat chickens. All they need is a want ad to tell them that you have some to sell.

NEWS WANT ADS—Have you more eggs than you can use? A want ad will bring an eager customer to your door and money in the little tin bank on the mantle piece.

NEWS WANT ADS—What about that vacant lot that you are paying good money out on taxes every year? Did you ever think what a small investment in want ads might bring in the shape of a sale with a fat profit tied to it?

NEWS WANT AD—Perhaps that old machine is getting a little shabby and there is a fellow around the corner who needs it in his business. Why pay a middleman's commission? Try a News want ad.

NEWS WANT ADS—There are place places right here in Sierra Madre where you can loan your surplus capital at a good rate of interest. A want ad will find them.

High Class Assortment of
Art Rugs

Exhibited here at tempting prices such as have very rarely been approached. Size 27x54 inches. Your choice while they last

$2.45

We have received a shipment of genuine leather rockers ranging in price from..... **$32.50 to $37.**

REDUCED PRICES ON GARDEN HOSE
¾ NON-KINKABLE ⅝ NON-KINKABLE

Sierra Madre Furniture Company
HILDEBRANDT & ROWER
87 West Central Ave. Sierra Madre, Cal. Phone: Main 13

GROCERIES

Fresh Fruit and Fresh Vegetables Every Morning

OLSON'S BREAD—Pure and wholesome, fresh every day,.....24 oz. 1

C. M. Nomura
PHONE MAIN 46 BANK BUILD
Everything at lowest Market Prices

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SUCCESSORS TO WILLIAM WALKER
REAL ESTATE, INSURANCE, RENTALS
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